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1983 RADIO EMPLOYEE COMPENSATION AND FRINGE BENEFITS REPORT

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Introduction

This report contains statistical information on gross annual earnings of selected job classifications, average station employment, rate of employee turnover, methods of compensating sales personnel, and fringe benefit statistics. Its primary purpose is to provide station management with information on earnings and fringe benefit levels necessary to attract and retain quality personnel.

The information displayed in this report is based on questionnaires mailed to all commercial radio stations, requesting estimated annual compensation data for 1983. The questionnaires were completed by responding stations in September/October, 1983. At the time of the survey there were approximately 8,216 commercial radio stations in operation. Usable returns were received from 854 stations, representing a 14.8% response from the industry (counting combined AM/FM returns as two stations).

The statistical data used for this report was computer processed by the Broadcast Management Department which is solely responsible for the selection and computation of financial yardsticks shown in the tables.

Employee Compensation and Fringe Benefits Report

Compensation

The wage and salary statistical data are displayed as follows: all stations with market size and revenue size groupings; Fulltime AM, FM, AM/FM, and Daytime stations with population size groupings only.

Table 1 combines all reported compensation into a nationwide salary for each job surveyed. While useful for tracking purposes, the nationwide data is too broad to be applied as a yardstick for individual stations. Gross compensation for each job has been computed as a median and an average, so that management can use the measuring yardstick most familiar to them. Statistically, in this type of survey, averages will tend to be greater than medians as averages are influenced by skews at the top of the pay scale.

The first column is a composite of all the average annual wages and salaries reported for each job title. The second and third columns are a composite of the lowest and highest wage for each support staff position. the fourth column is the average number of employees for each classification.

The 29 selected job classifications included in this report are separated into three categories: support staff, sales personnel, and department heads. A few tables also include a Combo Employee section. This is for those stations where there is an overlap of duties performed by the employee. The gross annual compensation figures include any fees, commissions or overtime paid in 1983. Job titles were displayed only when there was sufficient response.

Each table also contains information on total station employment, shown by the average number of full-time and part-time employees by department; methods of compensating sales personnel, percent of stations using each method; and the rate of employee turnover, displaying the average, median, low and high percent of turnover of support staff and department heads.

Detailed Compensation Plans for Sales Personnel
Actual methods used by stations to compensate sales personnel in each market grouping.

Fringe Benefit
The statistical data is grouped into five employment size tables with Table 32 combining all reported data into a nationwide table. Each table includes information on holidays, sick leave, vacation, bonuses and a breakout of selected benefits showing the percent of stations contributing to each benefit.

Survey Methodology

Population Size Classification Scheme

The U.S. Census Bureau's 1980 population counts have been used for metropolitan statistical areas, and for non-metropolitan areas. The parameters of population groupings used in this report are based on an arbitrary but systematic grouping of stations sufficient to provide valid operating statistics.

Revenue Size Classification Scheme
This scheme of station grouping is based solely on the 1983 net revenue size range indicated by each station on the return.

Statistical Data
a. Average — The dollar averages shown in this report are unweighted arithmetic means. The average gross annual compensation in the composite annual compensation column is actually an average computed from the average annual compensation for each position as reported by participating stations.

b. Median — The median or typical figure is the midpoint ($\frac{n+1}{2}$) after ranking the data numerically for each position in each market size. Thus, 50 percent of the stations which are above, or equal to, and 50 percent of the stations have figures which are below, or equal to, the 'typical' figures in the table. The middle 50% (interquartile) range of each ranking has been replaced in this report by data showing the lowest and highest compensation paid to each classification.

Station Employment Data
The total station employment figures cover all employees, including those not surveyed. They show average full-time and part-time employment for 1983. Part-timers are defined as employees regularly working less than 30 hours a week.

Table 1 — All Stations, Nationwide

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	12,700	15,300	10,200	11,600	16,400	22,700	5
News Announcer	13,000	15,300	12,000	13,800	16,000	19,100	2
Technician	16,500	17,100	17,800	18,600	23,300	23,200	2
News Reporter	13,200	15,500	13,200	14,700	17,100	19,300	2
News Editor	14,500	15,600	16,000	16,600	19,900	22,900	1
Sports Director	15,000	17,800	13,900	16,900	32,500	40,400	1
Continuity Director	12,000	12,800	11,400	12,000	13,000	14,400	1
Production Manager	15,600	16,500	13,000	16,200	15,000	20,200	1
Music Director	13,500	16,400	16,800	19,000	16,400	21,200	1
Traffic Manager	11,000	11,700	11,200	11,100	14,000	13,300	1
Traffic Manager Using Automated System	13,000	13,300	11,700	12,200	15,600	17,900	1
Computer Operator	11,700	11,900	10,500	10,800	14,500	22,900	1
Accounting Assistant	12,100	12,800	12,000	12,400	15,000	15,300	1
Receptionist	9,900	10,000	9,900	9,900	10,800	11,600	1
Secretary	12,000	12,200	12,000	12,300	15,600	15,700	2
Sales Personnel							
Account Executive	18,000	21,100	12,200	14,600	26,000	31,000	4
General Sales Manager	32,000	36,000					
Local Sales Manager	34,900	36,100					
National Sales Manager	42,000	41,800					
Co-op Coordinator	15,000	17,700					
Department Heads							
Chief Engineer	20,800	22,100					
Contract Engineer	5,200	6,700					
Program Director	18,500	22,700					
Operations Director	17,300	21,200					
News Director	16,000	19,400					
Business Manager/Controller	18,800	21,400					
Community/Public Affairs Dir.	15,100	17,700					
Promotion Director	18,000	19,300					
Research Director	16,600	18,800					
Combo Employees							
Announcer/Engineer	10,900	11,700					
Announcer/Music Director	9,900	10,700					
Announcer/News	9,000	10,600					
Announcer/Sales	10,000	11,000					
Announcer/Sports	14,400	15,300					
Secretary/Bookkeeper	10,600	10,800					
Secretary/Traffic	13,200	15,800					
Traffic/Bookkeeper	10,400	10,800					
Traffic/Bookkeeper/Secretary	13,500	14,800					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	18	5
Engineering	1	1
Program & Production	6	3
News	2	1
Sales	5	0
Advertising & Promotion	0	0
General & Administrative	4	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	23.0	15.0
Dept. Heads	0.0	0.0	28.0	19.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	1.7%	13.0%	4.8%	12.0%	28.0%
Salary & Bonus	2.5	25.0	15.0	24.0	12.0
Straight Commission	26.0	8.0	12.0	18.0	7.7
Guaranteed Draw Against Commission	35.0	7.7	8.8	9.0	7.7
Salary & Commission	21.0	27.0	35.0	24.0	40.0
Salary, Bonus & Commission	6.0	14.0	18.0	9.0	1.5
Straight Commission with Bonus	6.8	3.6	4.4	4.5	0.0
Other	1.4	1.9	0.9	0.0	3.1

Table 2 — Population Size Over 2.5 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	26,400	30,400	18,000	21,200	33,000	51,200	6
News Announcer	24,900	28,500	22,400	23,800	35,000	33,600	3
Technician	23,000	24,300	22,900	23,600	33,200	30,900	4
News Reporter	21,000	24,700	15,600	18,000	24,000	25,600	4
News Editor	20,100	21,600					2
Sports Director	26,500	31,600					2
Continuity Director	17,400	17,100					1
Production Manager	22,600	24,800					1
Music Director	29,000	28,400					1
Traffic Manager	17,700	18,300					1
Traffic Manager Using Automated System	16,900	17,100					1
Accounting Assistant	16,400	16,300					1
Receptionist	11,200	11,700					1
Secretary	14,500	14,800	13,000	13,400	17,900	17,600	3
Sales Personnel							
Account Executive	30,500	33,800	18,500	21,000	50,000	52,300	6
General Sales Manager	61,100	62,500					
Local Sales Manager	49,000	48,300					
National Sales Manager	43,000	49,100					
Co-op Coordinator	25,000	26,800					
Department Heads							
Chief Engineer	34,000	34,000					
Contract Engineer	18,000	15,500					
Program Director	41,000	43,500					
Operations Director	30,000	35,000					
News Director	35,200	36,800					
Business Manager/Controller	34,500	39,900					
Community/Public Affairs Dir.	25,700	27,000					
Promotion Director	26,800	27,000					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	35	7
Engineering	4	1
Program & Production	9	4
News	5	1
Sales	10	0
Advertising & Promotion	1	0
General & Administrative	6	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	4.0	15.0	8.3
Dept. Heads	0.0	13.0	20.0	13.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	0.0%	10.0%	6.9%	9.1%	0.0%
Salary & Bonus	2.1	30.0	21.0	45.0	0.0
Straight Commission	36.0	5.0	10.0	0.0	0.0
Guaranteed Draw Against Commission	38.0	13.0	14.0	18.0	20.0
Salary & Commission	21.0	30.0	34.0	27.0	80.0
Salary, Bonus & Commission	0.0	13.0	14.0	0.0	0.0
Straight Commission with Bonus	2.1	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0

Table 3 — Population Size 1 - 2.5 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	21,800	23,700	15,800	17,100	31,100	41,300	6
News Announcer	19,200	21,700	18,000	19,100	23,300	25,900	3
Technician	21,700	21,100	22,300	20,500	26,800	24,500	2
News Reporter	20,100	20,800	17,600	19,300	24,000	24,600	4
News Editor	16,900	16,300					2
Sports Director	25,000	26,900					1
Continuity Director	14,300	14,600					1
Production Manager	21,600	20,400					1
Music Director	21,500	25,100					1
Traffic Manager	14,200	14,600					1
Traffic Manager Using Automated System	14,900	15,100					1
Computer Operator	12,900	13,800					1
Accounting Assistant	13,000	13,000	12,600	12,200	15,100	14,300	1
Receptionist	10,400	10,400					1
Secretary	13,900	13,500	12,000	12,200	16,000	15,900	2
Sales Personnel							
Account Executive	29,500	32,500	17,500	19,000	41,800	45,100	7
General Sales Manager	50,000	51,500					
Local Sales Manager	45,200	45,200					
National Sales Manager	50,000	54,200					
Co-op Coordinator	15,000	16,200					
Department Heads							
Chief Engineer	30,000	29,200					
Contract Engineer	9,200	12,400					
Program Director	32,000	32,800					
Operations Director	24,000	29,100					
News Director	27,000	30,200					
Business Manager/Controller	23,000	25,100					
Community/Public Affairs Dir.	20,500	21,000					
Promotion Director	19,100	20,500					
Research Director	22,100	22,900					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	29	6
Engineering	2	0
Program & Production	9	5
News	4	1
Sales	9	0
Advertising & Promotion	1	0
General & Administrative	5	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	9.1	34.0	20.0
Dept. Heads	0.0	20.0	40.0	27.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	0.0%	5.7%	3.0%	0.0%	0.0%
Salary & Bonus	0.0	40.0	21.0	13.0	14.0
Straighf Commission	22.0	7.5	18.0	25.0	29.0
Guaranteed Draw Against Commission	42.0	3.8	9.1	0.0	14.0
Salary & Commission	17.0	23.0	30.0	25.0	43.0
Salary, Bonus & Commission	7.2	19.0	15.0	38.0	0.0
Straight Commission with Bonus	8.4	1.9	0.0	0.0	0.0
Other	3.6	0.0	3.0	0.0	0.0

Table 4 — Population Size 500,000 - 1 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	16,700	17,500	11,500	12,500	25,400	27,400	6
News Announcer	14,700	15,000	12,500	12,900	18,000	19,100	2
Technician	17,000	17,100	15,600	15,700	21,500	20,400	2
News Reporter	14,700	14,900	13,500	13,800	16,800	17,700	3
News Editor	17,900	18,200					1
Sports Director	17,400	19,600					1
Continuity Director	12,900	13,400					1
Production Manager	16,000	15,800					1
Music Director	16,000	16,100					1
Traffic Manager	13,000	12,700					1
Traffic Manager Using Automated System	13,000	13,800					1
Computer Operator	13,000	13,200					1
Accounting Assistant	13,500	13,400					1
Receptionist	10,200	10,300					1
Secretary	12,000	12,300	11,600	11,800	14,600	14,800	2
Sales Personnel							
Account Executive	24,300	26,600	14,000	15,400	35,300	39,600	6
General Sales Manager	46,100	48,300					
Local Sales Manager	41,500	40,000					
National Sales Manager	55,000	53,400					
Co-op Coordinator	16,900	18,100					
Department Heads							
Chief Engineer	25,000	24,800					
Contract Engineer	5,900	6,800					
Program Director	27,000	28,000					
Operations Director	17,100	23,000					
News Director	19,400	20,400					
Business Manager/Controller	21,000	22,800					
Community/Public Affairs Dir.	14,300	15,900					
Promotion Director	18,000	17,800					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	26	7
Engineering	1	0
Program & Production	8	5
News	3	1
Sales	8	0
Advertising & Promotion	0	0
General & Administrative	5	1

Rate of Employee Turnover	Low	Median	High	Average
Support Staff	0.0	0.0	23.0	12.0
Dept. Heads	0.0	17.0	30.0	25.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	0.0%	8.6%	0.0%	40.0%	50.0%
Salary & Bonus	1.2	28.0	23.0	20.0	21.0
Straight Commission	24.0	3.4	14.0	20.0	0.0
Guaranteed Draw Against Commission	44.0	3.4	4.5	10.0	7.1
Salary & Commission	16.0	26.0	27.0	10.0	21.0
Salary, Bonus & Commission	3.7	21.0	32.0	0.0	0.0
Straight Commission with Bonus	9.8	8.6	0.0	0.0	0.0
Other	1.2	1.7	0.0	0.0	0.0

Table 5 — Population Size 250,000 - 500,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	13,000	13,900	10,300	10,600	18,000	23,600	6
News Announcer	14,000	14,100	12,000	11,500	16,200	16,800	2
Technician	17,000	16,800					2
News Reporter	13,900	13,800	12,200	12,600	20,000	18,800	2
News Editor	17,000	17,700					1
Sports Director	15,200	17,300					1
Continuity Director	12,000	12,100					1
Production Manager	15,900	15,700					1
Music Director	15,000	15,900					1
Traffic Manager	11,000	11,400					1
Traffic Manager Using Automated System	12,500	12,900					1
Computer Operator	11,300	11,500					1
Accounting Assistant	12,300	12,800					1
Receptionist	9,900	10,300					1
Secretary	11,000	11,600					1
Sales Personnel							
Account Executive	18,500	20,100	12,000	13,800	27,000	31,500	5
General Sales Manager	35,000	36,300					
Local Sales Manager	35,700	47,900					
Co-op Coordinator	14,700	17,500					
Department Heads							
Chief Engineer	20,500	20,900					
Contract Engineer	5,000	7,300					
Program Director	19,900	20,700					
Operations Director	19,000	19,100					
News Director	17,800	18,000					
Business Manager/Controller	19,900	19,900					
Community/Public Affairs Dir.	13,000	16,200					
Promotion Director	16,800	17,000					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	20	6
Engineering	1	1
Program & Production	7	4
News	2	0
Sales	6	0
Advertising & Promotion	0	0
General & Administrative	4	1

Rate of Employee Turnover	Low	Median	High	Average
Support Staff	0.0	0.0	24.0	17.0
Dept. Heads	0.0	0.0	21.0	14.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	1.2%	14.0%	4.0%	33.0%	17.0%
Salary & Bonus	2.5	25.0	16.0	33.0	8.3
Straight Commission	24.0	2.0	12.0	0.0	8.3
Guaranteed Draw Against Commission	44.0	14.0	8.0	17.0	0.0
Salary & Commission	14.0	31.0	36.0	17.0	50.0
Salary, Bonus & Commission	5.0	9.8	20.0	0.0	8.3
Straight Commission with Bonus	8.7	2.0	4.0	0.0	0.0
Other	1.2	2.0	0.0	0.0	8.3

Table 6 — Population Size 100,000 - 250,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	12,200	14,200	9,600	10,300	15,600	17,000	5
News Announcer	12,400	13,500	11,000	11,400	13,800	14,100	2
Technician	14,200	14,900					1
News Reporter	12,400	12,500	11,700	11,300	13,200	13,200	2
News Editor	13,200	13,500					1
Sports Director	15,800	17,500					1
Continuity Director	12,000	12,600					1
Production Manager	14,400	15,700					1
Music Director	13,000	13,100					1
Traffic Manager	11,000	11,200					1
Traffic Manager Using Automated System	12,300	12,400					1
Computer Operator	10,200	10,800					1
Accounting Assistant	11,700	12,400					1
Receptionist	9,600	9,600					1
Secretary	10,400	11,100					1
Sales Personnel							
Account Executive	17,500	18,200	12,000	12,700	25,000	25,800	5
General Sales Manager	32,200	33,200					
Local Sales Manager	32,400	37,700					
National Sales Manager	34,000	35,000					
Co-op Coordinator	12,000	15,000					
Department Heads							
Chief Engineer	18,200	19,400					
Contract Engineer	6,000	7,600					
Program Director	18,500	19,900					
Operations Director	15,700	17,400					
News Director	15,000	17,000					
Business Manager/Controller	18,700	20,900					
Community/Public Affairs Dir.	13,800	13,400					
Promotion Director	15,000	14,300					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	18	5
Engineering	1	0
Program & Production	6	4
News	2	1
Sales	5	0
Advertising & Promotion	0	0
General & Administrative	3	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	23.0	16.0
Dept. Heads	0.0	15.0	33.0	21.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr	Local Sales Mgr	National Sales Mgr
Salary Only	2.5%	8.2%	3.0%	0.0%
Salary & Bonus	3.3	33.0	12.0	14.0
Straight Commission	22.0	8.2	6.1	0.0
Guaranteed Draw Against Commission	38.0	9.6	6.1	14.0
Salary & Commission	20.0	23.0	42.0	43.0
Salary, Bonus & Commission	5.8	15.0	27.0	29.0
Straight Commission with Bonus	7.5	2.7	3.0	0.0
Other	0.8	0.0	0.0	0.0

Table 7 — Population Size 50,000 - 100,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	12,900	13,600	10,400	11,000	15,300	21,000	5
News Announcer	12,300	13,600					2
Technician	16,200	16,100					1
News Reporter	14,400	13,500					1
Continuity Director	11,600	13,400					1
Production Manager	12,800	13,600					1
Music Director	15,000	16,100					1
Traffic Manager	11,400	10,600					1
Traffic Manager Using Automated System	12,200	12,400					1
Accounting Assistant	13,000	13,600					1
Receptionist	10,200	10,300					1
Secretary	10,900	11,800					1
Sales Personnel							
Account Executive	15,500	19,500	12,000	15,700	24,700	28,400	5
General Sales Manager	30,500	33,700					
Local Sales Manager	41,500	44,500					
Department Heads							
Chief Engineer	20,000	19,000					
Contract Engineer	8,500	9,000					
Program Director	18,000	24,200					
Operations Director	20,000	23,100					
News Director	15,200	16,800					
Business Manager/Controller	24,000	24,900					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	19	8
Engineering	1	1
Program & Production	6	5
News	2	1
Sales	6	1
Advertising & Promotion	0	0
General & Administrative	4	1

Rate of Employee Turnover	% Low	Median	High	Average
Support Staff	0.0	0.0	22.0	16.0
Dept. Heads	0.0	0.6	26.0	16.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr	Local Sales Mgr
Salary Only	0.0%	17.0%	0.0%
Salary & Bonus	7.1	17.0	20.0
Straight Commission	36.0	11.0	0.0
Guaranteed Draw Against Commission	32.0	5.6	20.0
Salary & Commission	18.0	39.0	50.0
Salary, Bonus & Commission	3.6	5.6	10.0
Straight Commission with Bonus	3.6	5.6	0.0
Other	0.0	0.0	0.0

Table 8 — Population Size 25,000 - 50,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Fulltime Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	12,000	12,400	9,900	10,000	14,500	15,200	4
News Announcer	11,400	11,800	10,100	10,200	13,800	13,600	2
Technician	13,900	14,400					1
News Reporter	11,100	11,700					1
News Editor	14,500	15,700					1
Sports Director	10,400	11,600					1
Continuity Director	11,700	11,800					1
Production Manager	14,500	13,800					1
Music Director	13,300	14,100					1
Traffic Manager	10,200	10,100					1
Traffic Manager Using Automated System	9,600	9,500					1
Computer Operator	11,000	11,300					1
Accounting Assistant	11,200	12,000					1
Receptionist	8,900	9,000					1
Secretary	10,900	11,100					1
Sales Personnel							
Account Executive	18,000	19,100	12,000	16,000	22,700	24,900	4
General Sales Manager	30,000	31,400					
Local Sales Manager	22,000	25,000					
Department Heads							
Chief Engineer	17,200	17,000					
Contract Engineer	6,000	7,800					
Program Director	16,500	17,400					
Operations Director	14,500	17,600					
News Director	15,000	15,200					
Business Manager/Controller	15,100	15,700					
Community/Public Affairs Dir.	11,600	12,100					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	15	4
Engineering	1	0
Program & Production	5	3
News	2	0
Sales	4	0
Advertising & Promotion	0	0
General & Administrative	3	1

Rate of Employee Turnover	Low	Median	High	Average
Support Staff	0.0	0.0	32.0	15.0
Dept. Heads	0.0	10.0	33.0	25.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.
Salary Only	0.0%	21.0%	0.0%
Salary & Bonus	2.6	27.0	25.0
Straight Commission	27.0	6.3	0.0
Guaranteed Draw Against Commission	36.0	6.3	8.3
Salary & Commission	18.0	25.0	33.0
Salary, Bonus & Commission	12.0	13.0	8.3
Straight Commission with Bonus	5.1	2.1	17.0
Other	0.0	2.1	8.3

Table 9 — Population Size 10,000 - 25,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	11,500	12,700	9,100	9,500	14,200	15,400	4
News Announcer	11,000	12,200	9,400	9,700	12,700	13,200	2
Technician	12,400	12,200					1
News Reporter	12,000	14,600	11,400	11,700	14,000	13,800	1
News Editor	12,000	12,500					1
Sports Director	12,000	12,400					1
Continuity Director	10,000	10,900					1
Production Manager	13,200	13,000					1
Music Director	11,700	12,900					1
Traffic Manager	10,000	10,100					1
Traffic Manager Using Automated System	10,700	11,300					1
Computer Operator	11,700	11,200					1
Accounting Assistant	10,600	10,700					1
Receptionist	9,000	9,100					1
Secretary	10,800	10,700					1
Sales Personnel							
Account Executive	15,000	18,500	12,000	12,400	22,500	25,000	4
General Sales Manager	24,000	27,200					
Local Sales Manager	20,000	26,000					
National Sales Manager	31,500	31,000					
Department Heads							
Chief Engineer	18,000	18,000					
Contract Engineer	4,900	5,800					
Program Director	15,000	15,800					
Operations Director	15,600	16,600					
News Director	13,000	13,900					
Business Manager/Controller	15,000	16,000					
Community/Public Affairs Dir.	13,300	13,000					
Promotion Director	16,000	15,800					
Combo Employees							
Secretary/Bookkeeper	9,700	10,700					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	14	5
Engineering	1	1
Program & Production	5	3
News	2	0
Sales	4	0
Advertising & Promotion	0	0
General & Administrative	3	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	22.0	16.0
Dept. Heads	0.0	0.0	25.0	13.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	3.9%	11.0%	7.4%	0.0%	67.0%
Salary & Bonus	3.1	20.0	7.4	11.0	0.0
Straight Commission	28.0	11.0	15.0	22.0	0.0
Guaranteed Draw Against Commission	30.0	5.6	11.0	0.0	0.0
Salary & Commission	23.0	30.0	22.0	33.0	33.0
Salary, Bonus & Commission	5.5	14.0	22.0	11.0	0.0
Straight Commission with Bonus	5.5	4.2	15.0	22.0	0.0
Other	1.6	4.2	0.0	0.0	0.0

Table 10 — Population Size Under 10,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	10,400	11,100	9,100	9,400	12,200	14,400	3
News Announcer	11,100	11,500					1
Technician	12,000	10,500					1
News Reporter	11,000	11,900					1
News Editor	12,000	13,600					1
Sports Director	11,700	12,200					1
Continuity Director	10,000	9,800					1
Production Manager	11,200	11,200					1
Music Director	11,400	11,200					1
Traffic Manager	9,600	10,100					1
Traffic Manager Using Automated System	10,700	10,800					1
Computer Operator	11,000	11,100					1
Accounting Assistant	10,100	10,300					1
Receptionist	9,000	9,100					1
Secretary	9,600	9,900					1
Sales Personnel							
Account Executive	14,000	14,500	10,800	11,700	17,500	19,400	2
General Sales Manager	20,000	22,600					
Local Sales Manager	15,000	17,500					
Department Heads							
Chief Engineer	14,600	15,100					
Contract Engineer	3,600	5,100					
Program Director	14,000	15,100					
Operations Director	13,400	14,700					
News Director	13,000	16,300					
Business Manager/Controller	14,400	14,500					
Community/Public Affairs Dir.	13,800	12,100					
Promotion Director	12,700	12,500					
Combo Employees							
Announcer/Engineer	11,000	11,500					
Announcer/Music Director	9,000	9,900					
Announcer, News	9,600	9,600					
Announcer/Sales	11,000	11,600					
Announcer/Sports	9,600	10,300					
Secretary/Bookkeeper	8,800	8,800					
Secretary/Traffic	8,500	9,900					
Traffic/Bookkeeper/Secretary	10,000	10,700					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	9	4
Engineering	0	1
Program & Production	3	2
News	1	0
Sales	2	0
Advertising & Promotion	0	0
General & Administrative	2	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	21.0	14.0
Dept. Heads	0.0	0.0	33.0	19.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	2.6%	20.0%	11.0%	11.0%	50.0%
Salary & Bonus	2.6	13.0	5.6	22.0	0.0
Straight Commission	26.0	12.0	19.0	44.0	25.0
Guaranteed Draw Against Commission	24.0	8.1	5.6	11.0	0.0
Salary & Commission	29.0	28.0	44.0	0.0	13.0
Salary, Bonus & Commission	6.8	11.0	8.3	0.0	0.0
Straight Commission with Bonus	6.8	4.9	5.6	11.0	0.0
Other	2.1	3.3	0.0	0.0	13.0

Table 11 — Revenue Size Over $2 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	23,600	27,100	14,500	18,100	39,800	50,900	8
News Announcer	20,000	22,600	16,000	18,600	22,200	27,800	4
Technician	20,900	20,900	18,000	19,500	25,500	25,000	3
News Reporter	17,400	19,900	15,600	17,300	21,000	23,400	4
News Editor	19,400	19,500	15,700	16,600	24,300	26,900	2
Sports Director	25,000	27,800					1
Continuity Director	15,000	15,600	12,600	13,100	15,000	16,500	1
Production Manager	20,600	21,100					1
Music Director	24,600	25,600					1
Traffic Manager	15,900	17,300					1
Traffic Manager Using Automated System	16,000	16,300	13,400	13,700	17,300	17,400	8
Computer Operator	12,100	12,500					4
Accounting Assistant	15,000	15,400	14,000	13,700	16,600	16,700	3
Receptionist	10,900	11,100					4
Secretary	14,100	14,100	12,500	12,800	16,300	16,700	2
Sales Personnel							
Account Executive	35,000	38,300	20,000	21,100	55,000	57,000	1
General Sales Manager	60,800	63,700					
Local Sales Manager	51,500	53,000					
National Sales Manager	47,500	50,300					
Co-op Coordinator	22,300	24,300					
Department Heads							
Chief Engineer	30,000	31,800					
Contract Engineer	17,500	14,800					
Program Director	35,100	39,600					
Operations Director	27,500	32,500					
News Director	26,700	30,700					
Business Manager/Controller	32,000	34,300					
Community/Public Affairs Dir.	24,000	25,000					
Promotion Director	21,800	23,400					
Research Director	28,000	28,300					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	40	8
Engineering	3	1
Program & Production	12	5
News	6	1
Sales	11	0
Advertising & Promotion	1	0
General & Administrative	7	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	13.0	22.0	14.0
Dept. Heads	7.5	15.0	29.0	23.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	0.0%	3.8%	4.3%	5.6%	24.0%
Salary & Bonus	1.0	34.0	26.0	39.0	5.9
Straight Commission	28.0	7.6	11.0	5.6	12.0
Guaranteed Draw Against Commission	49.0	7.6	8.7	11.0	5.9
Salary & Commission	8.8	25.0	35.0	28.0	53.0
Salary, Bonus & Commission	5.9	20.0	13.0	11.0	0.0
Straight Commission with Bonus	5.9	1.3	0.0	0.0	0.0
Other	1.0	0.0	2.2	0.0	0.0

Table 12 — Revenue Size $1 - $2 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	16,700	19,600	12,000	13,400	24,000	27,000	6
News Announcer	15,000	17,000	12,300	13,600	16,700	17,900	2
Technician	19,700	19,600	20,800	19,400	24,000	23,700	2
News Reporter	15,000	16,200	12,200	14,200	15,500	17,700	2
News Editor	14,400	15,200					1
Sports Director	17,100	19,000					1
Continuity Director	12,700	13,200	10,800	11,500	11,500	12,800	1
Production Manager	16,800	16,400					1
Music Director	15,000	16,300					1
Traffic Manager	13,000	13,300					1
Traffic Manager Using Automated System	13,600	13,600					6
Computer Operator	12,600	12,900					2
Accounting Assistant	12,300	12,900					2
Receptionist	10,100	10,300					2
Secretary	12,500	12,800	12,000	11,900	15,200	14,900	2
Sales Personnel							
Account Executive	23,000	24,100	14,900	15,600	35,000	35,900	1
General Sales Manager	42,500	44,600					
Local Sales Manager	39,500	39,200					
National Sales Manager	50,000	50,000					
Co-Op Coordinator	12,000	13,800					
Department Heads							
Chief Engineer	24,000	24,500					
Contract Engineer	10,400	11,300					
Program Director	25,100	28,100					
Operations Director	20,200	22,800					
News Director	20,000	21,100					
Business Manager/Controller	22,000	23,200					
Community/Public Affairs Dir.	15,600	17,500					
Promotion Director	16,000	17,300					
Research Director	14,000	15,000					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	26	7
Engineering	2	0
Program & Production	9	5
News	3	1
Sales	8	0
Advertising & Promotion	0	0
General & Administrative	5	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	2.3	27.0	15.0
Dept. Heads	0.0	0.0	25.0	15.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	0.0%	9.3%	2.0%	36.0%	27.0%
Salary & Bonus	2.6	29.0	10.0	14.0	0.0
Straight Commission	27.0	5.3	10.0	7.1	0.0
Guaranteed Draw Against Commission	36.0	8.0	16.0	14.0	13.0
Salary & Commission	20.0	31.0	35.0	14.0	60.0
Salary, Bonus & Commission	4.3	15.0	24.0	7.1	0.0
Straight Commission with Bonus	10.0	2.7	2.0	7.1	0.0
Other	0.0	0.0	0.0	0.0	0.0

Table 13 — Revenue Size $500,000 - $1 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	13,200	14,100	10,200	10,700	16,700	17,500	5
News Announcer	12,900	13,900	11,700	11,700	14,500	15,400	2
Technician	14,400	14,400					1
News Reporter	12,500	12,800	11,000	11,700	14,000	14,000	2
News Editor	15,200	15,700					1
Sports Director	14,000	13,600					1
Continuity Director	11,500	12,000					1
Production Manager	13,600	14,300					1
Music Director	13,200	14,300					1
Traffic Manager	11,200	11,200					1
Traffic Manager Using Automated System	12,000	12,000					2
Computer Operator	10,200	10,900					2
Accounting Assistant	11,800	12,500					1
Receptionist	9,900	9,900					2
Secretary	11,400	11,600					1
Sales Personnel							
Account Executive	18,000	20,400	12,000	13,000	26,400	27,500	1
General Sales Manager	35,000	35,500					
Local Sales Manager	30,000	35,300					
National Sales Manager	28,000	24,500					
Co-op Coordinator	13,200	13,800					
Department Heads							
Chief Engineer	19,200	19,600					
Contract Engineer	7,200	9,100					
Program Director	18,800	19,800					
Operations Director	16,900	18,500					
News Director	16,000	17,700					
Business Manager/Controller	20,000	20,400					
Community/Public Affairs Dir.	13,700	14,100					
Promotion Director	14,400	14,900					
Combo Employees							
Announcer/Music Director	15,600	16,000					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	18	5
Engineering	1	1
Program & Production	6	3
News	2	1
Sales	5	0
Advertising & Promotion	0	0
General & Administrative	4	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	25.0	17.0
Dept. Heads	0.0	0.0	31.0	19.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	2.0%	9.6%	6.3%	0.0%	31.0%
Salary & Bonus	1.5	27.0	17.0	7.7	23.0
Straight Commission	32.0	10.0	13.0	23.0	0.0
Guaranteed Draw Against Commission	35.0	6.4	4.2	7.7	7.7
Salary & Commission	15.0	28.0	29.0	38.0	31.0
Salary, Bonus & Commission	4.0	11.0	21.0	7.7	7.7
Straight Commission with Bonus	9.0	6.4	8.3	15.0	0.0
Other	0.0	0.8	2.1	0.0	0.0

Table 14 — Revenue Size $250,000 - $500,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	11,300	12,000	9,100	9,500	13,200	16,100	4
News Announcer	11,600	12,100	9,700	10,200	12,000	12,300	1
Technician	14,000	13,400					1
News Reporter	10,800	10,900					1
News Editor	12,000	13,000					1
Sports Director	12,000	12,600					1
Continuity Director	10,100	10,300					1
Production Manager	12,400	13,300					1
Music Director	12,500	13,100					1
Traffic Manager	10,000	10,200					1
Traffic Manager Using Automated System	11,000	10,300					1
Computer Operator	11,000	10,600					1
Accounting Assistant	10,700	10,600					1
Receptionist	9,000	9,100					1
Secretary	10,000	10,000					1
Sales Personnel							
Account Executive	15,000	15,800	11,000	13,100	20,000	20,900	1
General Sales Manager	24,000	25,700					
Local Sales Manager	18,000	18,300					
National Sales Manager	25,000	26,900					
Co-op Coordinator	14,400	14,400					
Department Heads							
Chief Engineer	15,500	15,700					
Contract Engineer	5,200	5,900					
Program Director	15,000	15,900					
Operations Director	13,200	14,600					
News Director	12,500	14,500					
Business Manager/Controller	15,300	16,100					
Community/Public Affairs Dir.	10,800	12,300					
Promotion Director	13,700	14,600					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	12	4
Engineering	1	0
Program & Production	4	3
News	1	0
Sales	4	0
Advertising & Promotion	0	0
General & Administrative	3	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	18.0	10.0
Dept. Heads	0.0	0.0	25.0	17.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	2.6%	14.0%	9.3%	15.0%	33.0%
Salary & Bonus	3.5	20.0	12.0	31.0	25.0
Straight Commission	19.0	7.2	12.0	23.0	8.3
Guaranteed Draw Against Commission	32.0	10.0	12.0	7.7	0.0
Salary & Commission	25.0	27.0	37.0	15.0	25.0
Salary, Bonus & Commission	8.8	14.0	14.0	7.7	0.0
Straight Commission with Bonus	7.0	4.3	4.7	0.0	0.0
Other	2.2	4.3	0.0	0.0	8.3

Table 15 — Revenue Size Under $250,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	10,000	10,900	8,500	9,200	12,000	13,300	3
News Announcer	9,700	10,300	10,000	10,200	11,000	12,700	1
Technician	12,000	10,600					1
News Reporter	11,400	18,800					2
News Editor	10,000	12,300					1
Sports Director	9,400	11,200					1
Continuity Director	9,600	10,900					1
Production Manager	10,400	10,700					1
Music Director	10,300	10,700					1
Traffic Manager	9,900	10,200					1
Traffic Manager Using Automated System	10,400	11,000					3
Computer Operator	14,000	13,100					1
Accounting Assistant	9,800	10,100					1
Receptionist	8,300	8,400					2
Secretary	9,200	10,000					1
Sales Personnel							
Account Executive	12,200	14,900	10,600	11,100	15,800	18,100	1
General Sales Manager	18,000	20,700					
Local Sales Manager	14,700	17,200					
Department Heads							
Chief Engineer	15,000	15,400					
Contract Engineer	3,600	5,000					
Program Director	14,200	15,200					
Operations Director	15,600	18,000					
News Director	12,000	14,200					
Business Manager/Controller	13,200	13,700					
Community/Public Affairs Dir.	11,800	12,800					
Promotion Director	12,000	12,800					
Combo Employees							
Announcer/Engineer	8,900	9,500					
Announcer/Music Director	7,800	7,800					
Announcer/News	8,400	8,600					
Announcer/Sports	11,000	12,000					
Secretary/Bookkeeper	9,600	9,600					
Secretary/Traffic	11,600	14,600					
Traffic/Bookkeeper	9,300	9,800					
Traffic/Bookkeeper/Secretary	11,000	11,300					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	8	4
Engineering	0	1
Program & Production	3	2
News	1	0
Sales	2	0
Advertising & Promotion	0	0
General & Administrative	2	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	30.0	19.0
Dept. Heads	0.0	0.0	33.0	22.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	2.4%	29.0%	3.2%	0.0%	17.0%
Salary & Bonus	3.6	15.0	6.5	20.0	0.0
Straight Commission	25.0	9.0	19.0	60.0	33.0
Guaranteed Draw Against Commission	30.0	6.0	3.2	0.0	17.0
Salary & Commission	29.0	25.0	45.0	20.0	17.0
Salary, Bonus & Commission	5.9	12.0	13.0	0.0	0.0
Straight Commission with Bonus	2.4	1.0	9.7	0.0	0.0
Other	2.4	3.0	0.0	0.0	17.0

Table 16 — Fulltime AM Stations, Nationwide

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	12,300	16,600	10,000	12,500	16,100	23,900	4
News Announcer	13,800	16,400	13,000	15,600	18,000	20,500	2
Technician	16,000	17,400	16,800	18,400	24,000	23,800	2
News Reporter	15,100	17,600	15,200	15,600	20,500	22,000	3
News Editor	16,800	17,500	16,600	18,200	22,400	26,200	1
Sports Director	15,300	20,500					1
Continuity Director	12,000	12,900					1
Production Manager	13,800	15,600					1
Music Director	11,400	13,500					1
Traffic Manager	11,000	11,800					1
Traffic Manager Using Automated System	13,300	13,500					1
Computer Operator	12,100	12,800					1
Accounting Assistant	12,000	12,600					1
Receptionist	10,400	10,200					1
Secretary	12,700	12,600	12,000	12,300	15,600	15,800	2
Sales Personnel							
Account Executive	17,000	20,000	12,000	14,400	25,600	30,200	4
General Sales Manager	31,000	34,600					
Local Sales Manager	29,000	35,400					
National Sales Manager	44,800	40,700					
Co-op Coordinator	13,500	20,400					
Department Heads							
Chief Engineer	22,000	22,600					
Contract Engineer	5,100	6,500					
Program Director	18,000	21,600					
Operations Director	17,100	20,700					
News Director	17,600	22,400					
Business Manager/Controller	18,000	20,300					
Community/Public Affairs Dir.	14,400	18,500					
Promotion Director	16,000	18,700					
Research Director	23,600	18,000					
Combo Employees							
Announcer/Sales	14,500	18,600					
Secretary/Bookkeeper	10,400	13,500					
Secretary/Traffic	10,000	13,900					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	18	5
Engineering	1	1
Program & Production	5	3
News	3	1
Sales	5	0
Advertising & Promotion	0	0
General & Administrative	4	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	20.0	14.0
Dept. Heads	0.0	6.3	33.0	19.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	1.6%	16.0%	4.3%	10.0%	13.0%
Salary & Bonus	1.6	19.0	15.0	30.0	0.0
Straight Commission	25.0	14.0	21.0	20.0	13.0
Guaranteed Draw Against Commission	33.0	6.1	8.5	10.0	13.0
Salary & Commission	24.0	20.0	23.0	15.0	50.0
Salary, Bonus & Commission	4.7	20.0	19.0	15.0	0.0
Straight Commission with Bonus	8.9	3.5	8.5	0.0	0.0
Other	1.6	0.9	0.0	0.0	13.0

Table 17 — Fulltime AM Stations, Population Size Over 1 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	29,700	31,300	17,700	21,900	40,000	51,700	5
News Announcer	29,100	28,500	22,100	23,400	28,300	30,600	5
Technician	22,800	23,600	19,400	20,800	28,000	27,200	4
News Reporter	22,800	23,500	18,000	19,600	27,700	26,900	5
News Editor	20,100	22,500					2
Sports Director	29,900	34,400					2
Continuity Director	16,000	15,600					1
Production Manager	22,500	22,200					1
Traffic Manager	16,000	17,000					1
Traffic Manager Using Automated System	14,000	15,000					1
Accounting Assistant	12,800	14,300					1
Receptionist	10,900	10,700					1
Secretary	14,300	14,500	12,600	12,300	16,000	15,900	2
Sales Personnel							
Account Executive	28,200	29,000	18,000	19,700	36,000	43,900	7
General Sales Manager	54,000	52,600					
Local Sales Manager	39,000	35,300					
National Sales Manager	45,000	44,500					
Co-op Coordinator	22,300	24,200					
Department Heads							
Chief Engineer	30,500	31,100					
Contract Engineer	7,500	7,300					
Program Director	34,100	32,800					
Operations Director	27,000	31,900					
News Director	34,800	38,900					
Business Manager/Controller	33,500	40,700					
Community/Public Affairs Dir.	20,900	24,700					
Promotion Director	24,000	24,100					
Research Director	25,000	21,600					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	35	7
Engineering	3	1
Program & Production	9	4
News	7	2
Sales	10	0
Advertising & Promotion	1	0
General & Administrative	6	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	15.0	10.0
Dept. Heads	0.0	8.3	36.0	19.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.
Salary Only	0.0%	17.0%	7.7%	0.0%
Salary & Bonus	0.0	33.0	38.0	50.0
Straight Commission	12.0	0.0	15.0	17.0
Guaranteed Draw Against Commission	44.0	13.0	15.0	17.0
Salary & Commission	21.0	21.0	15.0	17.0
Salary, Bonus & Commission	8.8	17.0	7.7	0.0
Straight Commission with Bonus	12.0	0.0	0.0	0.0
Other	2.9	0.0	0.0	0.0

Table 18 — Fulltime AM Stations, Population Size 100,000 - 1 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	13,000	15,600	10,000	11,100	16,400	20,300	4
News Announcer	12,900	13,700	11,800	11,900	14,900	15,500	2
Technician	15,800	15,200					2
News Reporter	14,900	14,600	13,100	13,300	20,200	18,300	3
News Editor	16,800	16,600					1
Sports Director	16,900	17,300					1
Continuity Director	12,000	12,400					1
Production Manager	14,200	14,600					1
Music Director	11,600	13,000					1
Traffic Manager	11,000	11,300					1
Traffic Manager Using Automated System	13,300	13,700					1
Computer Operator	12,000	12,700					1
Accounting Assistant	12,800	12,600					1
Receptionist	10,500	10,400					1
Secretary	12,000	12,200					1
Sales Personnel							
Account Executive	17,100	18,800	12,000	13,100	26,000	29,900	4
General Sales Manager	32,400	34,400					
Local Sales Manager	29,000	43,300					
National Sales Manager	44,800	42,700					
Co-op Coordinator	12,000	20,200					
Department Heads							
Chief Engineer	20,100	20,200					
Contract Engineer	6,600	6,700					
Program Director	19,500	21,200					
Operations Director	15,700	17,700					
News Director	17,600	17,700					
Business Manager/Controller	18,000	20,900					
Community/Public Affairs Dir.	12,000	17,000					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	19	5
Engineering	1	0
Program & Production	6	3
News	3	1
Sales	5	0
Advertising & Promotion	0	0
General & Administrative	4	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	23.0	14.0
Dept. Heads	0.0	15.0	24.0	17.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	2.5%	19.0%	5.6%	25.0%	25.0%
Salary & Bonus	2.5	14.0	11.0	13.0	0.0
Straight Commission	28.0	9.5	28.0	13.0	13.0
Guaranteed Draw Against Commission	32.0	4.8	5.6	13.0	0.0
Salary & Commission	20.0	17.0	17.0	13.0	50.0
Salary, Bonus & Commission	1.3	29.0	28.0	25.0	0.0
Straight Commission with Bonus	13.0	7.1	5.6	0.0	0.0
Other	1.3	0.0	0.0	0.0	13.0

Table 19 — Fulltime AM Stations, Population Size Under 100,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	10,800	11,700	9,000	9,500	13,200	14,400	3
News Announcer	11,000	11,700					2
Technician	12,200	11,900					1
News Reporter	10,000	14,700					1
News Editor	12,700	14,000					1
Sports Director	11,700	11,400					1
Continuity Director	11,000	11,000					1
Production Manager	11,000	11,200					1
Music Director	10,600	12,400					1
Traffic Manager	9,000	8,000					1
Traffic Manager Using Automated System	10,800	10,000					1
Accounting Assistant	10,700	11,100					1
Receptionist	8,800	9,100					1
Secretary	9,400	10,300					1
Sales Personnel							
Account Executive	15,000	16,900	10,800	12,900	20,000	22,300	3
General Sales Manager	24,000	25,300					
Local Sales Manager	18,000	23,700					
Department Heads							
Chief Engineer	17,400	17,700					
Contract Engineer	4,300	6,300					
Program Director	15,000	16,100					
Operations Director	15,000	16,500					
News Director	12,600	18,900					
Business Manager/Controller	14,400	14,300					
Community/Public Affairs Dir.	11,700	10,200					
Promotion Director	11,700	9,100					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	11	4
Engineering	1	1
Program & Production	4	3
News	1	0
Sales	3	0
Advertising & Promotion	0	0
General & Administrative	3	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	22.0	15.0
Dept. Heads	0.0	0.0	33.0	20.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.
Salary Only	1.3%	13.0%	0.0%	0.0%
Salary & Bonus	1.3	17.0	0.0	33.0
Straight Commission	29.0	25.0	19.0	33.0
Guaranteed Draw Against Commission	29.0	4.2	6.3	0.0
Salary & Commission	29.0	23.0	38.0	17.0
Salary, Bonus & Commission	6.5	15.0	19.0	17.0
Straight Commission with Bonus	3.9	2.1	19.0	0.0
Other	1.3	2.1	0.0	0.0

Table 20 — FM Stations, Nationwide

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	14,000	15,900	10,800	12,400	18,000	22,200	4
News Announcer	14,300	15,800	12,000	13,400	16,600	17,800	1
Technician	18,000	18,200	18,700	19,600	23,400	21,800	2
News Reporter	13,400	15,600	15,900	16,700	15,000	18,100	2
News Editor	15,000	14,000					1
Sports Director	12,300	15,100					1
Continuity Director	12,200	13,300					1
Production Manager	16,000	17,900					1
Music Director	15,500	18,000					1
Traffic Manager	12,000	12,400					1
Traffic Manager Using Automated System	13,400	14,100					1
Computer Operator	10,900	11,300					1
Accounting Assistant	13,000	13,300	14,800	14,400	17,000	16,100	1
Receptionist	10,400	10,500					1
Secretary	12,800	12,600	12,300	12,500	16,200	16,000	2
Sales Personnel							
Account Executive	20,000	24,000	13,000	15,900	29,000	33,200	4
General Sales Manager	36,000	39,100					
Local Sales Manager	42,000	40,100					
National Sales Manager	30,000	38,400					
Co-op Coordinator	13,800	14,700					
Department Heads							
Chief Engineer	24,600	24,500					
Contract Engineer	6,000	7,200					
Program Director	22,000	26,900					
Operations Director	18,500	20,600					
News Director	16,000	19,200					
Business Manager/Controller	18,200	21,300					
Community/Public Affairs Dir.	14,000	17,000					
Promotion Director	18,300	19,900					
Research Director	12,500	11,100					
Combo Employees							
Traffic/Bookkeeper/Secretary	10,700	12,000					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	16	5
Engineering	1	1
Program & Production	5	4
News	1	0
Sales	5	0
Advertising & Promotion	0	0
General & Administrative	3	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	7.4	23.0	17.0
Dept. Heads	0.0	0.0	26.0	17.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	1.6%	13.0%	0.0%	0.0%	50.0%
Salary & Bonus	1.1	28.0	7.0	17.0	0.0
Straight Commission	22.0	5.5	12.0	8.3	0.0
Guaranteed Draw Against Commission	40.0	9.4	16.0	25.0	0.0
Salary & Commission	18.0	28.0	44.0	42.0	50.0
Salary, Bonus & Commission	5.3	9.4	19.0	0.0	0.0
Straight Commission with Bonus	8.5	5.5	2.3	8.3	0.0
Other	3.2	1.6	0.0	0.0	0.0

Table 21 — FM Stations, Population Size Over 1 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	21,800	23,900	16,500	17,800	29,100	36,400	5
News Announcer	22,500	22,500					2
Technician	19,500	20,000					3
News Reporter	18,100	21,000					2
Continuity Director	16,100	16,000					1
Production Manager	22,000	20,600					1
Music Director	24,500	25,400					1
Traffic Manager	15,000	15,500					1
Traffic Manager Using Automated System	15,000	15,800					1
Accounting Assistant	14,500	14,400					1
Receptionist	10,600	11,200					1
Secretary	14,000	13,800	12,300	13,000	16,800	16,800	2
Sales Personnel							
Account Executive	30,000	36,400	18,000	20,300	45,400	46,200	6
General Sales Manager	50,200	52,700					
Local Sales Manager	52,500	48,500					
Department Heads							
Chief Engineer	30,000	30,000					
Program Director	35,000	39,600					
Operations Director	24,000	26,600					
News Director	26,500	28,400					
Business Manager/Controller	26,800	33,600					
Community/Public Affairs Dir.	22,200	22,500					
Promotion Director	23,000	22,900					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	24	6
Engineering	2	1
Program & Production	7	4
News	1	1
Sales	8	0
Advertising & Promotion	1	0
General & Administrative	5	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	9.1	24.0	16.0
Dept. Heads	0.0	14.0	33.0	20.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.
Salary Only	0.0%	6.1%	0.0%	0.0%
Salary & Bonus	0.0	30.0	4.5	20.0
Straight Commission	26.0	3.0	9.1	0.0
Guaranteed Draw Against Commission	43.0	9.1	18.0	20.0
Salary & Commission	19.0	39.0	55.0	60.0
Salary, Bonus & Commission	4.3	12.0	14.0	0.0
Straight Commission with Bonus	4.3	0.0	0.0	0.0
Other	4.3	0.0	0.0	0.0

Table 22 — FM Stations, Population Size 100,000 - 1 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	13,200	14,400	10,400	11,100	16,300	19,500	4
News Announcer	14,300	14,700					1
Technician	18,900	18,900					1
News Reporter	13,200	13,300					2
Sports Director	12,600	15,400					1
Continuity Director	12,000	12,300					1
Production Manager	16,000	16,800					1
Music Director	15,000	15,400					1
Traffic Manager	11,300	11,300					1
Traffic Manager Using Automated System	12,100	13,500					1
Accounting Assistant	13,400	13,600					1
Receptionist	10,200	10,200					1
Secretary	10,700	11,400					1
Sales Personnel							
Account Executive	19,000	22,000	12,700	15,400	27,000	32,100	4
General Sales Manager	36,000	40,200					
Local Sales Manager	40,000	36,600					
Department Heads							
Chief Engineer	21,000	21,600					
Program Director	21,700	23,700					
Operations Director	16,000	18,600					
News Director	15,900	18,300					
Business Manager/Controller	17,900	18,500					
Community/Public Affairs Dir.	13,000	13,800					
Promotion Director	17,400	16,800					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	16	5
Engineering	1	0
Program & Production	5	4
News	1	0
Sales	5	0
Advertising & Promotion	0	0
General & Administrative	3	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	23.0	15.0
Dept. Heads	0.0	0.0	27.0	17.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.
Salary Only	1.6%	8.5%	0.0%	40.0%
Salary & Bonus	1.6	34.0	11.0	0.0
Straight Commission	21.0	2.1	11.0	0.0
Guaranteed Draw Against Commission	49.0	13.0	11.0	0.0
Salary & Commission	6.3	28.0	22.0	60.0
Salary, Bonus & Commission	7.9	4.3	44.0	0.0
Straight Commission with Bonus	11.0	8.5	0.0	0.0
Other	1.6	2.1	0.0	0.0

Table 23 — FM Stations, Population Size Under 100,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	12,000	12,200	9,900	9,900	14,800	15,200	4
News Announcer	11,100	11,800					1
Technician	14,700	13,600					1
News Reporter	11,200	12,000					1
Sports Director	10,000	11,000					1
Continuity Director	11,600	11,600					1
Production Manager	13,800	13,600					1
Music Director	12,900	12,500					1
Traffic Manager	10,800	10,800					1
Traffic Manager Using Automated System	10,400	11,500					1
Accounting Assistant	11,000	10,600					1
Receptionist	10,000	9,800					1
Secretary	12,000	11,700					1
Sales Personnel							
Account Executive	15,600	17,200	12,000	12,500	21,800	23,100	4
General Sales Manager	25,500	27,900					
Local Sales Manager	24,000	25,700					
Department Heads							
Chief Engineer	18,100	17,500					
Contract Engineer	5,200	5,900					
Program Director	18,000	17,500					
Operations Director	13,200	14,500					
News Director	12,500	13,100					
Business Manager/Controller	14,500	16,500					
Promotion Director	14,400	15,300					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	11	4
Engineering	0	1
Program & Production	4	3
News	1	0
Sales	3	0
Advertising & Promotion	0	0
General & Administrative	3	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	6.7	33.0	19.0
Dept. Heads	0.0	0.0	25.0	15.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr	Local Sales Mgr	National Sales Mgr
Salary Only	2.6%	21.0%	0.0%	0.0%
Salary & Bonus	1.3	21.0	8.3	0.0
Straight Commission	22.0	10.0	17.0	20.0
Guaranteed Draw Against Commission	31.0	6.3	17.0	20.0
Salary & Commission	27.0	21.0	42.0	40.0
Salary, Bonus & Commission	3.8	13.0	8.3	0.0
Straight Commission with Bonus	9.0	6.3	8.3	20.0
Other	3.8	2.1	0.0	0.0

Table 24 — AM/FM Stations, Nationwide

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	12,600	15,100	10,200	11,100	16,700	23,500	6
News Announcer	13,200	14,900	11,400	13,100	15,600	18,800	2
Technician	17,000	17,200	18,300	18,500	23,000	23,500	2
News Reporter	13,100	14,700	12,200	14,000	16,000	18,400	2
News Editor	14,400	15,500	14,000	15,400	18,700	20,600	1
Sports Director	15,400	17,100					1
Continuity Director	12,000	12,700	12,000	12,100	12,500	13,500	1
Production Manager	16,700	17,200					1
Music Director	14,000	17,000					1
Traffic Manager	10,700	11,600	11,200	11,100	12,500	12,800	1
Traffic Manager Using Automated System	12,500	12,900	11,700	12,000	14,300	17,800	1
Computer Operator	11,600	11,900					1
Accounting Assistant	12,500	13,200	11,800	12,000	14,200	14,400	1
Receptionist	9,600	9,800					1
Secretary	11,600	11,700	11,700	12,100	15,300	15,400	2
Sales Personnel							
Account Executive	18,700	21,400	13,000	14,800	27,000	32,400	5
General Sales Manager	34,000	38,400					
Local Sales Manager	35,000	37,500					
National Sales Manager	42,000	44,900					
Co-op Coordinator	16,600	17,600					
Department Heads							
Chief Engineer	20,000	21,600					
Contract Engineer	5,600	7,900					
Program Director	18,500	22,300					
Operations Director	18,000	22,300					
News Director	16,100	18,700					
Business Manager/Controller	20,000	22,500					
Community/Public Affairs Dir.	16,000	18,100					
Promotion Director	18,000	19,000					
Research Director	20,500	23,000					
Combo Employees							
Announcer/News	11,400	11,800					
Secretary/Bookkeeper	8,200	7,900					
Secretary/Traffic	8,500	8,300					
Traffic/Bookkeeper/Secretary	12,000	11,500					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	22	6
Engineering	1	0
Program & Production	8	4
News	3	1
Sales	7	0
Advertising & Promotion	1	0
General & Administrative	4	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	24.0	14.0
Dept. Heads	0.0	0.0	25.0	20.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	1.3%	11.0%	7.8%	19.0%	31.0%
Salary & Bonus	2.7	26.0	19.0	22.0	19.0
Straight Commission	29.0	6.8	7.8	19.0	5.6
Guaranteed Draw Against Commission	35.0	7.6	7.8	3.1	8.3
Salary & Commission	19.0	29.0	33.0	22.0	33.0
Salary, Bonus & Commission	5.6	14.0	20.0	9.4	2.8
Straight Commission with Bonus	5.9	3.4	2.6	6.3	0.0
Other	0.8	2.1	1.7	0.0	0.0

Table 25 — AM/FM Stations, Population Size Over 1 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	25,700	27,000	16,000	17,400	35,000	51,500	8
News Announcer	21,600	22,700	16,000	18,900	26,000	29,000	3
Technician	23,000	23,400	23,900	23,100	27,300	27,700	3
News Reporter	19,800	21,600	15,000	18,400	21,500	24,600	5
News Editor	16,900	16,200					2
Sports Director	24,000	22,700					1
Continuity Director	14,500	15,500					1
Production Manager	21,800	23,000					1
Music Director	27,200	28,900					1
Traffic Manager	15,500	16,600					1
Traffic Manager Using Automated System	15,700	16,800	13,400	13,500	17,300	17,500	1
Computer Operator	13,600	13,800					1
Accounting Assistant	14,700	15,000	13,000	12,400	15,100	14,600	1
Receptionist	10,800	10,900					1
Secretary	14,100	13,800	12,600	12,800	16,600	16,900	3
Sales Personnel							
Account Executive	30,600	34,400	20,000	20,100	51,500	56,000	8
General Sales Manager	64,000	65,000					
Local Sales Manager	51,500	54,600					
National Sales Manager	57,500	56,200					
Co-op Coordinator	21,000	19,500					
Department Heads							
Chief Engineer	32,600	33,400					
Contract Engineer	20,000	17,200					
Program Director	34,000	37,800					
Operations Director	34,800	38,600					
News Director	28,600	33,200					
Business Manager/Controller	28,200	30,200					
Community/Public Affairs Dir.	22,900	23,300					
Promotion Director	21,000	22,400					
Research Director	20,000	24,800					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	40	8
Engineering	3	1
Program & Production	13	5
News	6	1
Sales	11	0
Advertising & Promotion	1	0
General & Administrative	6	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	2.6	18.0	13.0
Dept. Heads	0.0	13.0	26.0	15.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	0.0%	3.0%	8.3%	13.0%	0.0%
Salary & Bonus	2.3	42.0	29.0	25.0	17.0
Straight Commission	39.0	15.0	17.0	13.0	33.0
Guaranteed Draw Against Commission	36.0	3.0	4.2	0.0	17.0
Salary & Commission	16.0	15.0	17.0	13.0	33.0
Salary, Bonus & Commission	2.3	18.0	21.0	38.0	0.0
Straight Commission with Bonus	4.5	3.0	0.0	0.0	0.0
Other	0.0	0.0	4.2	0.0	0.0

Table 26 — AM/FM Stations, Population Size 100,000 - 1 Million

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	13,300	15,700	10,400	11,100	19,100	24,900	7
News Announcer	14,200	14,800	11,900	12,400	16,700	17,800	2
Technician	16,900	16,600	15,600	15,900	21,600	21,100	2
News Reporter	13,200	13,900	12,000	12,500	15,300	16,700	2
News Editor	15,500	16,700					1
Sports Director	17,100	19,500					1
Continuity Director	12,500	13,000	11,000	11,500	12,200	13,200	1
Production Manager	16,100	16,000					1
Music Director	14,500	15,200					1
Traffic Manager	12,000	12,200	11,400	11,900	14,300	13,800	1
Traffic Manager Using Automated System	12,900	12,700					1
Computer Operator	11,400	12,100					1
Accounting Assistant	12,300	13,300	10,700	11,400	13,700	14,500	1
Receptionist	9,900	9,900					1
Secretary	12,000	11,800	11,400	11,300	14,000	14,100	2
Sales Personnel							
Account Executive	20,800	21,700	12,600	13,700	32,100	33,500	6
General Sales Manager	39,000	42,200					
Local Sales Manager	36,500	40,400					
National Sales Manager	50,000	47,700					
Coop Coordinator	16,800	16,900					
Department Heads							
Chief Engineer	21,600	22,400					
Contract Engineer	7,300	9,500					
Program Director	21,500	23,700					
Operations Director	19,100	21,000					
News Director	19,000	19,200					
Business Manager/Controller	20,000	23,000					
Community/Public Affairs Dir.	15,600	15,600					
Promotion Director	17,200	16,300					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	27	7
Engineering	1	0
Program & Production	9	5
News	3	1
Sales	8	0
Advertising & Promotion	0	0
General & Administrative	5	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	9.0	25.0	16.0
Dept. Heads	0.0	14.0	33.0	23.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	0.0%	4.9%	2.1%	31.0%	29.0%
Salary & Bonus	2.5	32.0	21.0	23.0	19.0
Straight Commission	20.0	3.7	4.2	7.7	0.0
Guaranteed Draw Against Commission	47.0	8.5	6.3	7.7	9.5
Salary & Commission	20.0	32.0	42.0	31.0	38.0
Salary, Bonus & Commission	4.1	17.0	25.0	0.0	4.8
Straight Commission with Bonus	5.8	1.2	0.0	0.0	0.0
Other	0.8	1.2	0.0	0.0	0.0

Table 27 — AM/FM Stations, Population 10,000 - 100,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	12,000	13,100	9,900	9,900	14,500	16,600	5
News Announcer	11,700	12,500	10,000	10,000	13,500	13,900	2
Technician	13,600	13,700					1
News Reporter	12,000	12,900	10,900	11,600	14,000	14,100	1
News Editor	13,000	14,100					1
Sports Director	12,500	13,300					1
Continuity Director	10,800	11,400					1
Production Manager	13,300	14,400					1
Music Director	13,200	15,200					1
Traffic Manager	10,100	10,400					1
Traffic Manager Using Automated System	10,500	10,900					1
Computer Operator	10,700	10,900					1
Accounting Assistant	11,200	11,800					1
Receptionist	8,800	9,000					1
Secretary	10,500	10,800					1
Sales Personnel							
Account Executive	16,700	19,900	12,000	14,800	24,600	26,900	4
General Sales Manager	27,800	30,300					
Local Sales Manager	27,000	29,500					
National Sales Manager	31,000	31,800					
Co-op Coordinator	15,000	19,200					
Department Heads							
Chief Engineer	17,500	17,900					
Contract Engineer	8,500	8,900					
Program Director	15,800	17,500					
Operations Director	16,000	18,700					
News Director	15,000	15,200					
Business Manager/Controller	17,400	19,600					
Community/Public Affairs Dir.	14,700	16,100					
Promotion Director	17,700	16,900					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	18	6
Engineering	1	0
Program & Production	6	4
News	2	1
Sales	5	0
Advertising & Promotion	0	0
General & Administrative	4	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	3.6	33.0	19.0
Dept. Heads	0.0	0.0	25.0	20.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.	National Sales Mgr.	Co-op Coordinator
Salary Only	2.3%	10.0%	8.3%	0.0%	43.0%
Salary & Bonus	2.3	23.0	17.0	13.0	29.0
Straight Commission	34.0	5.4	4.2	38.0	0.0
Guaranteed Draw Against Commission	34.0	9.5	17.0	0.0	0.0
Salary & Commission	16.0	31.0	25.0	25.0	29.0
Salary, Bonus & Commission	7.0	8.1	13.0	0.0	0.0
Straight Commission with Bonus	4.7	2.7	13.0	25.0	0.0
Other	0.8	2.7	4.2	0.0	0.0

Table 28 — AM/FM Stations, Population Size Under 10,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	10,600	10,800	9,000	9,400	12,000	15,600	3
News Announcer	11,400	11,900					2
Technician	12,100	12,200					2
News Reporter	11,600	12,400					1
News Editor	12,000	15,000					1
Sports Director	13,200	13,100					1
Continuity Director	10,000	10,000					1
Production Manager	12,000	11,100					1
Music Director	11,200	10,500					1
Traffic Manager	10,000	9,800					1
Traffic Manager Using Automated System	12,000	12,100					1
Computer Operator	11,000	11,100					1
Accounting Assistant	10,400	11,200					1
Receptionist	9,100	9,000					1
Secretary	9,000	9,200					1
Sales Personnel							
Account Executive	14,500	15,000	11,500	12,500	20,000	20,100	2
General Sales Manager	24,000	25,000					
Local Sales Manager	17,000	18,600					
Department Heads							
Chief Engineer	14,700	15,600					
Contract Engineer	4,000	4,600					
Program Director	14,000	14,700					
Operations Director	14,200	15,700					
News Director	12,500	13,500					
Business Manager/Controller	15,000	14,700					
Combo Employees							
Secretary/Traffic	8,500	8,300					
Announcer /Program Director	11,600	11,400					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	10	4
Engineering	0	0
Program & Production	3	2
News	1	0
Sales	3	0
Advertising & Promotion	0	0
General & Administrative	3	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	2.9	6.1
Dept. Heads	0.0	0.0	0.0	19.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.
Salary Only	2.5%	17.0%	21.0%
Salary & Bonus	3.7	10.0	5.3
Straight Commission	31.0	8.3	11.0
Guaranteed Draw Against Commission	20.0	6.3	5.3
Salary & Commission	25.0	29.0	42.0
Salary, Bonus & Commission	7.5	17.0	16.0
Straight Commission with Bonus	8.7	8.3	0.0
Other	1.2	4.2	0.0

Table 29 — Daytime Stations, Nationwide

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	10,100	11,200	9,400	9,700	12,000	12,300	2
News Announcer	9,600	10,400					1
News Reporter	11,700	11,800					1
Production Manager	11,400	11,300					1
Music Director	10,900	11,200					1
Traffic Manager	9,600	9,700					1
Accounting Assistant	9,100	9,500					1
Receptionist	9,000	8,700					1
Secretary	11,100	10,600					1
Sales Personnel							
Account Executive	12,600	15,300	10,000	10,000	16,000	16,900	2
General Sales Manager	20,000	20,500					
Local Sales Manager	15,700	16,200					
Department Heads							
Chief Engineer	12,200	11,400					
Contract Engineer	3,000	3,900					
Program Director	12,000	13,500					
Operations Director	12,200	17,100					
News Director	12,500	13,100					
Business Manager/Controller	13,600	16,500					
Community/Public Affairs Dir.	10,800	11,100					
Combo Employees							
Announcer/News	9,000	9,600					
Announcer/Sales	12,500	12,100					
Announcer/Sports	9,500	9,600					
Secretary/Bookkeeper	10,500	10,300					
Traffic/Bookkeeper/Secretary	9,000	9,400					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	8	4
Engineering	0	1
Program & Production	2	2
News	1	0
Sales	2	0
Advertising & Promotion	0	0
General & Administrative	2	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	16.0	15.0
Dept. Heads	0.0	0.0	17.0	19.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr	Local Sales Mgr
Salary Only	3.7%	21.0%	0.0%
Salary & Bonus	7.3	19.0	14.0
Straight Commission	20.0	7.5	18.0
Guaranteed Draw Against Commission	24.0	7.5	0.0
Salary & Commission	30.0	34.0	55.0
Salary, Bonus & Commission	12.0	7.5	4.5
Straight Commission with Bonus	2.4	0.0	9.1
Other	0.0	3.8	0.0

Table 30 — Daytime Stations, Population Size Over 100,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	10,400	11,500	10,000	10,100	12,400	14,200	2
News Announcer	13,700	13,700					1
Traffic Manager	10,400	10,400					1
Accounting Assistant	13,200	13,200					1
Sales Personnel							
Account Executive	13,100	21,600	10,400	10,800	18,000	17,400	3
General Sales Manager	23,000	26,500					
Local Sales Manager	18,300	18,300					
Department Heads							
Contract Engineer	3,900	5,500					
Program Director	18,000	18,000					
Operations Director	16,000	16,000					
News Director	11,500	15,200					
Business Manager/Controller	12,400	15,800					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	9	4
Engineering	0	1
Program & Production	2	2
News	1	0
Sales	3	0
Advertising & Promotion	0	0
General & Administrative	2	1

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	0.0	7.1	15.0
Dept. Heads	0.0	0.0	81.0	29.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.
Salary Only	4.5%	17.0%	0.0%
Salary & Bonus	4.5	33.0	0.0
Straight Commission	32.0	8.3	13.0
Guaranteed Draw Against Commission	23.0	8.3	0.0
Salary & Commission	23.0	25.0	75.0
Salary, Bonus & Commission	14.0	8.3	0.0
Straight Commission with Bonus	0.0	0.0	13.0
Other	0.0	0.0	0.0

Table 31 — Daytime Stations, Population Size Under 100,000

Job Title	Annual Compensation		Lowest Annual Compensation		Highest Annual Compensation		Full-time Employees
	Median	Average	Median	Average	Median	Average	Average
Support Staff							
On-Air Person	10,000	11,200	9,100	9,500	12,000	12,200	2
News Announcer	9,600	9,900					1
News Reporter	11,700	11,800					1
Production Manager	10,400	11,200					1
Music Director	10,900	11,200					1
Traffic Manager	9,500	9,600					1
Accounting Assistant	8,900	9,200					1
Receptionist	8,700	8,500					1
Secretary	11,100	10,600					1
Sales Personnel							
Account Executive	12,600	13,100	9,300	9,500	15,500	16,500	2
General Sales Manager	18,000	19,000					
Local Sales Manager	15,700	15,800					
Department Heads							
Chief Engineer	12,200	11,400					
Contract Engineer	2,500	3,200					
Program Director	12,000	13,400					
Operations Director	12,000	17,200					
News Director	12,200	12,900					
Business Manager/Controller	13,600	16,600					
Combo Employees							
Announcer/Engineer	13,200	12,400					
Announcer/News	9,000	9,600					
Announcer/Sales	11,000	11,200					
Announcer/Sports	9,500	9,600					
Secretary/Bookkeeper	9,600	10,100					
Secretary/Bookkeeper/Traffic	9,000	8,900					

Total Station Employment	Average Full-Time	Average Part-Time
Total Station Employment	7	3
Engineering	0	1
Program & Production	2	2
News	1	0
Sales	2	0
Advertising & Promotion	0	0
General & Administrative	2	0

Rate of Employee Turnover	%			
	Low	Median	High	Average
Support Staff	0.0	9.0	25.0	16.0
Dept. Heads	0.0	14.0	33.0	23.0

Methods of Compensating Sales Personnel	Account Executive	General Sales Mgr.	Local Sales Mgr.
Salary Only	3.3%	22.0%	0.0%
Salary & Bonus	8.3	15.0	21.0
Straight Commission	15.0	7.3	21.0
Guaranteed Draw Against Commission	25.0	7.3	0.0
Salary & Commission	33.0	37.0	43.0
Salary, Bonus & Commission	12.0	7.3	7.1
Straight Commission with Bonus	3.3	0.0	7.1
Other	0.0	4.9	0.0

Population 2.5 Million & Over

$60,000	Straight 4% commission on sales
59,500	$1,000/month salary plus 6% commission on time sales
51,200	Straight commission of 3% on agency time sales; 10% local time sales
50,100	Straight commission of 5% on agency; direct to account executives, 10% when agency commission paid, 20% when no agency commission paid
48,700	Guaranteed draw of $2,650/month plus 20% on all billings over $13,250
47,000	Straight commission of 5.4% on agency sales & 10% of direct sales
45,000	$1,200 to $1,500/month draw against commission of 15% on direct & 10% of agency net
44,600	Straight 15% commission on net local agency sales plus 20% of net local direct sales
39,000	Straight 16% commission of collections on local time sales
37,500	Straight commission of 12.5% if billing same as previous year; then 15% if individual monthly quotas are reached
35,000	$250/week plus 5% agency & 10% local direct
32,800	Straight commission of .08% under budget, 10% on budget, 12% if 20% over budget
32,000	Guaranteed draw against 20% of direct local time sales & 10% of agency local time sales
30,500	$13,000 draw against 14.5% net billing
30,500	$13,000 draw against 10% net local billing
30,000	$225/week salary plus 4% on time sales
28,500	Straight 10% commission on agency business, 15-25% on other business
27,700	Straight 12.5% commission on all direct sales, 5.5% on agency sales
22,000	Straight 20% commission of sales
20,000	$1,000/month plus 5% of sales
19,000	$175/week draw against 15% commission
18,000	Draw $250-300, plus 15% commission on agency sales & 20% on direct sales
14,700	Straight 12% commission on personal collections on agency accounts, 20% on personal collections on retail accounts
13,000	Straight commission of 9.6% of gross billing

Population 1 Million - 2.5 Million

$60,000	$10,400 draw against commission of 11% of net sales
54,400	Straight 7% commission of time sales
48,000	$14,400 salary plus 20% of sales
46,500	Guarantee $1,200/month draw plus 11.5% on local agency net billing; 15-30% on direct & 30% on "new" direct sales
44,900	Guaranteed draw of $1,350/month plus 11.7% on net agency billing; 20% on all direct business
43,000	$21,000 draw annual plus 8% on net agency, 12% on net agency "target accounts," 15% direct accounts
43,000	$1,000/month draw against 10% net local billings
42,800	Draw $1,500/month on 15% local agency, 20% local direct, paid on collections
42,000	$12,000 annual draw against 15% of net sales
39,900	$13,000 draw against commission of 10.5% net adjusted sales
33,000	$200 salary plus 12½% on time sales
32,400	AM: Straight commission of 10% of monthly net regular billing & 15% of monthly net new business billing; FM: Straight commission of 12% of monthly net regular billing & 15% of monthly net new business billing
31,200	15% of net local time sales, $175/week guarantee if commissions fall below that minimum, guarantee is not draw against future commissions
31,000	15% local agency net, 20% local direct
30,300	$250/week draw on 12% agency collections & 15% on direct account collections
30,000	$200/week draw against 15% of net
29,800	AM: 8% commission plus 5% on sales over bogey; FM: 10% commission plus 5% on sales over bogey
29,200	Guarantee of $18,000/year plus commission of 12% on agency sales & 20% on direct sales on any earnings over $18,000 base
27,000	$1,000/mohthly draw plus 12% agency time sales, 20% direct time sales
26,900	Guaranteed base of $15,600 plus 12% commission on agency sales plus 18% of direct sales above base
25,000	Straight 15% commission on net local
24,300	$1,200/month draw vs commissions; 15% of agency accounts, 20% direct accounts
23,000	$250-$300/week draw against 15% on direct net sales, 12.5% of agency, bonus commission on new co-op
22,000	$12,000 annual draw against 15% of direct billing, 10% agency billing
22,000	$1,000/month guaranteed draw against 15% commission
20,800	Straight 11.5% commission of net local time sales & auto furnished
14,500	Guaranteed draw of $975 against commission of 17% of net local sales
12,500	Straight commission of 15% first $3,000, 20% on sales between $3,000 & $8,000, 25% on excess over $8,000
12,000	$800 draw against 17% of net sales

Population 500,000 - 1 Million

$45,000	Straight commission of 12-18% of net local time sales
42,100	Straight 10.5% commission of net time sales, plus 1% if monthly projection attained plus 1% if quarterly projection attained
34,800	$12,000 annual draw against 12% of net direct billing & 9% on net agency billing
31,600	Average draw of $1,000 plus 11% against time sales
30,000	Straight commission of 20% on direct sales, 12.75% on agency sales
29,100	$12,000 draw against 12.5% local net time sales
28,400	Draw against 13% commission — net billing; 6.5% on trade billing; 6.5% on net political billing; plus incentive ½% for achieving individual monthly quota & ½% if entire sales department achieves local monthly quota
27,000	$500/month against 15% net local sales
26,800	$700-$1,100/month salary plus 7% of agency & 12% of direct
26,000	$1,000/monthly draw plus 15% of local time sales
25,900	$12,000 draw against 15% net billing
25,000	$100/week salary plus 15% on cash receipts from their respective accounts
24,000	Straight commission of 11-17% local time sales
23,400	Guaranteed draw of $200-$450/week against sliding commission of 25-7%, based on rates & source of business (direct vs agency) less chargebacks
22,000	$461.54/week salary plus 15% on local time sales
21,200	Straight 15% commission on local net monthly collections
20,000	$1,000 draw against 20% net sales
18,400	Straight commission of 15% paid on collections
18,000	$1,000/month draw against 20% local net sales
17,000	$12,000 to $21,600 annual draw against 18% direct billing & 12% agency billing
16,000	$200/week draw against commission of 15% to a goal, bonus of 5% over goal quarterly
16,000	15% commission less $150/week draw on cash receipts, 120 days, no commission

Population 250,000 - 500,000

$55,000	Straight commission of 12% on agency collections, 15% on direct collections plus bonus of 10% on sales over goal
40,000	Straight commission of 15% all local FM sales, 20% on all local FM sales
28,300	Straight 15% commission on gross collections plus 5% of personal sales if goal attained
23,000	$400 against $1,500, 15% against $1,500-$2,500, 20% over $2,500, commissions paid against collections
22,000	15% of collections over 4,000 against $1,000 draw
22,000	$12,000 annual draw against 12.5% commission on local net time sales & 10% commission on net University sports time sales
22,000	$1,040/month plus 5% of collections or as a draw against 15% of collections, whichever is higher each month
21,900	$15,000 guaranteed draw against 15% commission on collections
20,000	$700 salary plus 10% commission up to $10,000, 12% over $10,000
20,000	$200/month plus 8% of first $10,000 collected, 12% on $10,000 to $15,000 collected & 13% over $15,000 collected
20,000	Straight commission of 15% on time sales less agency commission & bad debts
19,200	$150-$200 salary (guaranteed draw) against 15% of net local time sales
19,000	$175/week salary plus 5% on all net sales or 10% on all net sales if goal is reached
18,000	$1,000 draw on 20% of gross retail sales, 15% on gross agency
18,000	$900 draw monthly; commission 15% on sales paid within 90 days
17,400	Straight 20% commission on direct local sales of gross, plus 5% on out-of-town sales, plus 5% on new accounts, 15% of net on agency accounts, based upon collections
16,000	Straight 15% commission on collections plus quarterly $500 bonus if goals are achieved, 30% on new business & various contests
16,000	Straight 15% commission on all non-trade sales
15,700	Straight 15% commission on gross collections, plus 5% bonus on sales if goal attained
15,600	$12,000 annual draw against 12% on net billing & 15% combo billing
15,000	$1,000/month drew against 15% commission, bonus of 20% if monthly quotas reached
14,000	$800 to $1,000 draw per month against 15% commission
13,200	$1,000/month plus 15% of net revenue collected over $5,000 in standard broadcast month

Population 100,000 - 250,000

$40,000	$1,200/month draw, 15% commission on collected sales
31,200	$1,000 draw plus 11% to 15% commission determined by number of accounts
30,000	Average 21.5% against collections guaranteed $400
27,000	$125 salary plus 15% on collections on time sales
24,600	$800 guaranteed draw against commission of 20% of local time sales, 15% of local agency time sales
24,000	$1,000 plus 15% on collections over $6,000
23,900	$100/week plus 15% on net time sales over $3,000/month
22,000	$200-$250/week draw against 15% on local collections
21,800	#1: $200/weekly draw against 8% on regional net, 15% local net; #2: $225/week draw against 6% on regional net, 15% on local net, plus 2% on net over $12,500 to $20,000, 3% on net over $20,000, based on $12,500 base; #3: $250/week draw against 6% on regional net, 15% on local net, plus 2% on net over $12,500 to $20,000, 3% on net over $20,000, based on $12,500 base #4: $175/week draw against 6% on regional net, 15% on local net, plus 2% on net over $12,500 to $20,000, 3% on net over $20,000, based on $12,500 base
21,500	$1,200 month base/$200 month travel draw against 17% commission on direct & 8.5% on local agency & political above collections of $4,800
20,800	$200/week, 15% commission over $3,500 invoiced monthly sales, plus $125 gas expense
19,500	$1,000 salary plus 15% on receipts over $6,600/month
19,000	$800/month or 20% commission on billing
18,800	Straight commission of 15% of local sales less bad debts, 10% of agency sales less agency commission & bad debts
18,400	First 90 days: $1,000 salary, $200 travel; thereafter, $375 salary, $200 travel plus 20% non-agency commission on collections & 15% agency commission on collections
18,000	Straight 17% commission on net sales
18,000	$900/month plus 6% for 6 months, then 15% straight commission
17,000	$200/week salary plus 10% on monthly collections of $5,000-$7,000, 12.5% on collections of $7,000-$9,000, 15% on collections of $9,000-$11,000, 17.5% on collections of $11,000-$13,000, 20% on collections over $13,000
16,600	$230/week salary plus 10% on collections
15,600	$600/month salary plus 10% on 0-$4,000 billing, 15% on billing over $4,000
15,400	$900 guaranteed draw plus 15% commission on non-agency commissionable accounts cash collections & 10% on agency commissionable accounts cash collections
14,700	$800 draw against commission of 15% of individual sales goal, 20% up to 110% of goal, 25% all over 110% of goal
14,100	$800/month draw guarantee then 15% of collections over draw
14,000	$1,000/month minimum against 17% direct, 12% agency on collections
14,000	$1,000 salary plus 15% on local times sales over $3,000 monthly
14,000	Straight 20% commission of net collections
14,000	$60/month salary against 20% commission on local time sales, as collected.
12,500	$112.50/week plus 15% all sales over $3,000
12,100	$100/week, 12% commission on sales, 1% bonus when personal budget is met, 1% additional when local station budget is met
12,000	$200/week salary first 12 weeks, Straight 25% commission thereafter
12,000	Draw of $600 to $1,000 per month against 20% commissions on collections
11,400	$150/week plus 15% over a base of $4,333.33 of collections in a given month

Population 50,000 - 100,000

$35,000	$1,000 draw against 15% in-town & 20% out-of-town commission
30,300	Guaranteed draw of $1,000 against 12% net agency sales, 17% direct sales
26,000	$1,500 base salary plus 17% of collections over $10,000, 20% of collections over $25,000
18,000	$1,250/month salary plus 15% of collections in excess of $8,333.33/month
16,700	Straight commission of 15% on time sales less agency & bad debts
15,000	Straight 20% commission on collections
15,000	$600/month plus 10% on local sales
13,000	$134/week plus 15% of local sales
11,800	#1: $1,000/month guaranteed draw against 20% of receipts; #2: 30% straight commission (no draw); #3: $867/month guaranteed draw against 20% of sales

Population 25,000 - 50,000

$35,000	$150/week salary plus 15% of net billing
27,100	20% straight commission on personal accounts
26,000	$500/week guaranteed draw & 5% on assigned accounts time sales
25,000	$1,200 guaranteed draw plus 15% above base ($7,000) on local sales collections
25,000	$200 draw, 17.5% commission on collections, 2.5% collections for expenses, for total of 20%
22,800	$100/week salary plus 15-25% of local time sales on incentive scale
22,000	$175 base salary plus 15% over $2,000 own collections
21,800	Straight commission of .13% of gross sales
18,800	Straight commission of 20% on local time sales less bad debts & 15% on agency time sales less bad debts
18,000	Straight 15% on net receipts of time sales
18,000	$300 salary, plus 10% on agency business, 15% on local time sales, & 20% on selected sales
17,500	$145/week salary plus 0% on first $2,000 in sales, 10% on next $2,500 in sales, & 15% on all over $4,500 in sales plus 5% bonus on increase on that amount sold over last year, same month
16,800	$600 draw on 9% agency, 20% local
16,400	$200/week plus 15% over $4,000, 20% over $6,000
15,000	Straight commission of 13% of time sales if goal is met, 12.5% of time sales if goal is not met
15,000	$1,000/month draw against 20% on receipts
15,000	$400/month salary plus 5% on 0-$4,000 collections, 15% on $4,000-$8,000 collections, 20% on collections over $8,000
15,000	Straight 15% commission on time sales plus $100 flat rate bonus based on pre-set individual sales goals (4 x previous year)
14,000	$650/month guaranteed draw, plus 15% on all sales over $2,000/month
13,800	$425 salary plus 15% of sales collected
13,500	$150 salary plus 17.5% local time sales
12,700	15% of collected sales against a guaranteed weekly draw ranging from $200 to $300
12,000	$800 guaranteed draw against 25% commission local, 10% net commission on agencies
12,000	$500/month salary plus 15% on all time sales over $2,500
12,000	$200/month salary plus 20% on collections
12,000	$750/month draw against 15% commission

Population 10,000 - 25,000

$42,700	$300/week plus 20% on collections over $6,500/month
29,800	$50/week plus 15% on all sales paid within 90 days
27,800	Straight 11.5% commission on collections
27,800	Straight 15% commission of local time sales after 6-8 month, salaried until then
24,000	$12,000 annual draw against 18% whichever is greater
22,000	$10,400 draw plus 20% of sales over & above; $8,300 draw plus 15% of sales over & above
21,000	$12,000/year plus 15% commission on collections per month over $4,000
18,500	Straight 15% commission
18,000	15% of sales if under budget, 17% if sales budget met, 25% of all sales over budget (monthly)
18,000	$800 guarantee draw plus 14% time sales below goal, 16% time sales above goal
18,000	$432 draw against 18% to 30% commission depending on dollar amount sold previous month, determined monthly according to accounts receivable collected
18,000	$300 draw against 15% commission on collections
17,200	$150 draw against 15% of local time sales
17,000	$400 plus 15% all time sales upon collection
16,800	Straight 15% of time sales collections
15,500	$125/week plus 5% first $2,000 collected, 10% of $2,000 to $7,000 & 15% over $7,000
15,000	$700 salary plus $100 gas allowance plus 20% of all sales collected
15,000	$600/month salary plus 3% sales & 7% billing; 15% in-town collections & 20% out-of-town collections
15,000	$800 draw plus 15% & $150/month auto expense
14,800	Straight 17% gross sales
14,500	$100/week plus 10% commission on $1,000 to $3,000 sales per month, over $3,000/month 15% commission
14,200	$125 draw against 15% of local time sales
14,000	$600/month plus 15% over $2,000 local time sales
14,000	$800 guarantee against 25% local time sales; $1,550 guarantee against 20% local time sales; Straight 20% commission on local time sales
12,000	Straight commission of 20% of sales, 25% if over $6,000
12,000	$600/month guaranteed salary, plus 5% on first $1,500 collections, 10% on second $1,500 of collections & 20% on collections over $3,000
12,000	$150/week plus 10% of first $2,000 monthly collections, 15% of next $1,000 & 20% over $3,000
11,900	15% of local time sales collections, 20% of area time sales collections
11,500	$175 guarantee draw against 20% commission
10,000	Straight 20% all sales, 90 day payback if not collected
10,000	$150 salary plus 13% of all sales

Population Under 10,000

$24,000	$85/week plus 5% on first $1,000, 10% on next $500, 15% on everything over $1,500
21,000	$400/month plus 15% first $5,500, 20% over $5,500, plus 15 cents per mile travel
20,000	$135 salary against 15% sales commission on collections
19,300	15% on first $3,000 collections per month, then 20% of all over $3,000. Beginning salespeople; $150/week plus 10% of all collections over $2,000/month
19,300	$200/week draw plus 20% on time sales
18,300	Straight commission of 15% on local sales, 20% non-local sales, new account 5% bonus, sales increase bonus
18,000	$900/month for first 6 months, then 15% of billing 7th month, then 15% of collections
17,500	Straight commission of 15% collections sales in city of license, 20% collected sales outside city of license
15,700	$180-$220/week plus 8% of all time sales collected
15,000	$600 salary plus 15% on all collected sales
14,000	Straight 15% commission & potential $150/month bonus
14,000	$200/week draw on 18% of all sales
13,300	$550-$600/month, plus commission on collections: First $1,000 0%; second $1,000 5%; third $1,000 10%; fourth $1,000 15%; fifth & over 20%
12,000	Straight 20% commission on paid accounts
12,000	Straight 15% commission of all local sales
10,000	Straight 15% commission on $4,000 minimum monthly billing increasing up to 20% as billing increases
10,000	$150 salary plus 5% of time sales up to goal, 7.5% on goal, bonus over goal
9,500	$150/week guaranteed draw against 15% of sales (not collections)
9,000	$190 plus 25% on time sales over goal
8,800	$150 salary plus 10% sales above salary on collections

General Sales Manager

Population 2.5 Million & Over

$106,900	$75,000 salary plus .1% on net time sales
100,000	$40,000 base plus 1% of gross sales over $2.5 million
92,800	$48,000 yearly draw guaranteed against 1.08% of total gross sales
82,000	2% commission on total net sales (less network)
80,300	20% on local time sales, 8% on national time sales
66,000	Guaranteed draw of $3,800/month against 8½% of personal sales & 3% of other local sales
58,400	$40,000 salary plus .5% net local & national sales
50,000	$40,000 plus 2% of gross sales
48,800	$25,000 salary plus 1.5% gross local & national revenue

Population 1 Million - 2.5 Million

$112,100	Straight 1.25% commission of monthly local & national net sales
92,000	Salary plus 1% local business minus personal billing
70,000	$58,000 plus 1¼% sales over prior year
64,000	$462/week salary plus 1.5% local net on one station & 1% override local net both stations, .5% local net incentive year end
68,000	$36,000 plus .093% net national & local billing
60,000	Straight 2.25% of net local & national sales
59,400	$40,000 salary plus .0055% commission on gross local, national & regional sales
59,000	$35,000 salary plus .65% gross local & national sales
58,700	$2,500/month salary plus .987% of net local, regional & national sales revenue
57,200	Straight commission for: AM 2.426% of total local net billing; FM 4% of net local billing
55,600	$35,000/yearly salary plus bonus of 2.5% of all net local, & net national sales over $1,020,000/year
55,000	Guaranteed draw of $36,000/year against commission of 1.65% of all net revenue
54,500	Salary of $37,500 plus commission of 2.5% of all local revenue if department is within 80-100% of budget, if exceeds budget, receives 5% of all local revenue
52,000	$14,400 salary plus 2% sales, 1% total station sales
50,000	$48,000 salary plus bonus on plateaus over budget
50,000	$24,000/year salary plus 8% time sales plus 1% of local time sales & bonus of $1,000 each month over local budget
48,000	$500/week draw against 2.7% local sales net, 2% of national sales net
42,000	$31,000 salary plus 1% of sales
37,000	$25,000 salary plus 2% gross sales

Population 500,000 - 1 Million

$76,000	$3,333.34/month salary plus 2% of total time sales & 1% of regional time sales
71,800	$3,333/month plus 1.5% of net time sales
70,000	Bi-weekly salary of $810 plus 1.85% of net local & national revenues
69,600	$3,000 salary plus 1.5% on net time sales
69,000	$45,000 salary plus ½ of 1% of sales
64,000	$30,000 plus 1% local time sales
55,600	$32,000 salary plus 2% override on net sales less chargebacks
55,000	$31,000 salary plus 1.5% time sales
52,000	$35,000 salary plus .625% gross local & national sales
51,000	Straight 20% commission on personal sales with 3% override on net, cash time receipts
48,600	$35,000 salary plus 1% gross local & national sales
47,200	AM: $30,000 salary plus 3% local billing between $30,000 & $50,000, 5% local billing between $50,000 & $70,000 & 6% local billing over $70,000 per month; FM: $30,000 salary plus 2% local billing between $70,000 & $100,000, 3% of local billing between $100,000 & $150,000 & 4% local billing over $150,000 per month
45,100	$17,000 salary plus 2% of net local sales & 1% of net national sales up to $10,000 plus 2% of everything over $10,000
45,000	$30,000 salary plus 1% gross sales
41,000	4% of gross stations sales plus $1, 000/month if station sales goal attained
40,000	$833/week salary plus 4.5% on time sales
35,300	Straight 3.5% commission of monthly net local & national collections (net after agency & rep commissions)
34,000	$20,000 salary & $500 per quarter bonus if budget is attained & 2.5% of net local sales & 1% of net national sales

Population 250,000 - 500,000

$65,000	$23,000 salary plus 2% of all collections
55,000	$950/bi-weekly plus commissions of 1.65% on net local, plus 1.25% net regional, plus 1% of net national revenues
49,600	$25,000 annual salary plus 1% of station gross sales if over station goal plus 5% of increase in stations gross collections over same month previous year plus 5% of personal sales goal if attained
42,000	$30,000 annual salary plus 1% of net local, regional, national & political time sales plus bonus for reaching set goals
40,000	$2,000/month plus 2.5% of net revenue collected less talent fees received in standard broadcast month
40,000	$37,000 salary plus $250 bonus per month for station goal
37,200	$2,100/month salary plus 3% commission on local sales paid within 90 days
35,000	$1,300/month salary plus 3.5% commission on time sales
34,300	$1,375/month guaranteed draw against 6.5% of total net local sales
33,000	$20,000 salary plus 2% on entire stations local sales
33,000	$600 salary & 3% commission, 4% if goal achieved
31,500	$7,200 salary plus commission 3% of sales less than budget, 4% of sales over budget
30,000	$2,500 salary plus 1% of all time sales
25,500	$20,000 annual salary plus 2% of all net collections over $25,000/month, annual commission of 2% of current year sales over prior year
24,000	$12,000 annual salary, 10% of personal sales plus 2% override on local sales

Population 100,000 - 250,000

$75,000	$3,440 salary plus 1% of total net sales
65,000	$2,000/month draw, 15% commission personal sales, 1¼% commission on station gross on collected billing
48,900	$265/week draw against 5% commission on all net sales
45,400	$700 salary plus 1½% of total net sales
45,200	Straight commission of 3.5% of net income
42,800	$14,000 salary plus 2% of gross local, regional & national sales
41,000	$375 salary for AM sales, 15% on collections of FM sales made by General Sales Manager
36,500	$800/month draw guarantee then 15% of collections over draw, plus 1.5% of monthly collections
36,000	$900/month plus 5% on all sales
36,000	20% against personal local collections, 5% of national

	collections above $4,000, graduated scale against station collection of 1, 2, & 3%
35,000	$1,000 salary plus 2% of all local time sales plus 5% of own sales over $10,000
32,400	$800/month or 20% commission on local sales, 15% commission on regional plus 1% override of total business
32,200	Draw of $26,000, 12% on local sales & 3.5% of local station collections plus $150/month gas trade
32,000	$1,250 salary plus 3% of total gross local direct sales for the month, based on collection, 3% on net agency sales
32,000	$350/week, 2% against total collections
30,000	$1,750/month plus 5% collections of $35,000 total business, local & national
27,800	$20,000 salary plus 1.5% commission override plus $2,000 bonus for meeting all sales goals
27,000	$17,500/year salary, plus 2% override on net sales
25,000	$225/month plus 1-4% of net
24,000	$800 guaranteed draw against commission of 20% of local time sales, 15% of local agency, 1.5% of all local net sales, 6.5% gross national sales
20,800	$400/week, 15% commission over $7,500 invoiced monthly sales, plus $125 gas expense
16,900	$250 plus 10% on own collections

Population 50,000 - 100,000

$45,000	$24,000 salary plus 3% of gross sales
36,000	$2,917/month salary plus 6% of increase in net sales over last year
31,000	25% straight commission on own collections, 5% staff collections
18,000	$1,200/month plus 3% commission on local sales

Population 25,000 - 50,000

$44,000	$3,000/month plus 5% of sales over $840,000
42,000	$800/week salary plus 2% commission on all collected monthly sales over $75,000
40,000	$500/week guaranteed draw plus 6% on assigned accounts sales & 3% on total station time sales
38,000	$2,100 salary plus 1.5% of monthly collections
30,000	$25,000 salary & 15% on personal sales over $5,000 monthly, plus 5% on overall sales exceeding goal
28,000	Straight 12% on net receipts of time sales on own list plus 2% on net receipts of time sales of salespeople
27,800	$160/week plus 3% of total sales plus 2% of profit
24,500	$18,000 salary plus 3% net sales
22,000	$1,200/month salary plus 15% on all time sales over $2,000
22,000	$1,000/month draw, 7% personal collections, 2% on all account executives collections, $150 gas allowance, (Guaranteed $20,000/year)
20,500	Straight 15% of collections on time sales plus 1% of collections of other sales personnel
20,000	$1,000/month salary plus 8% of personal collections plus 2% override on account executives collections
20,000	$500/month salary plus 5% on $0-$4,000 collections, 15% on $4,000-$8,000 collections & 20% on collections over $8,000
19,000	$200/week plus 15% over $4,000, 20% over $6,000 plus 2-3% override
16,000	$16,000 plus 5% of station monthly billing over previous year

Population 10,000 - 25,000

$50,000	18% of sales plus 2% of sales of other sales personnel
45,100	$531/week plus 0-2% staff sales, ¼% all other sales, $100/month over previous year, ¼% on collections plus profit sharing
40,000	$36,000/year plus 6% override in excess of station goal
32,000	Straight 10% gross billing
30,000	$150/week plus 5% first $2,000, 10% $2,000-$7,000, 15% over $7,000 & 1% of all other net collections
29,200	$250 salary plus 3.2% on time sales
25,000	$25,000/year plus 10% of station profits
24,000	$100/week plus 10% of all sales
23,000	$250/week plus 2.5% of all sales
20,000	$1,000 salary plus 5.5% of sales
20,000	$800 base plus 15% on sales, 1% of station
20,000	$330 salary plus 15% of all sales
20,000	$250 plus 20% of sales
18,500	$1,250 straight salary plus 6% of increase over previous year, plus bonus for goals achieved
18,000	$300/week plus 1% of local sales
18,000	$250/week draw against 15% on collections plus bonus on reaching departmental goals
15,600	15% on personal billing, 1.5% of station total, bonus levels starting at $30,000 monthly station total

Population Under 10,000

$50,000	Straight commission of 6.25% total sales
45,000	$600/month salary plus 5% of personal sales, 4% of other salespersons sales
40,000	$29,000 salary plus 1% on net sales to $1,000,000, 1.5% on net sales over $1,000,000
36,200	$25,000 salary plus 10% commission, plus 10% bonus on billing increase for one year
30,000	$40/month plus 15% first $5,500, 20% over $5,500 plus 2% of sales executives sales, plus 15 cents per mile travel
28,000	Straight 4% of collections plus company car
26,000	Straight commission of 6.5% of first $350,000, 7% of $350,000-$400,000, 7.5% on $400,000-$500,000, 8% over $500,000, all on local sales & non-agency accounts
25,000	$250 draw against commission of 3% on collections up to $30,000/month, 4% up to $50,000/month, 5% over $50,000/month collections
25,000	$400/month plus 15% of sales
24,000	$20,000 salary plus 1% of gross plus 5% of sales higher than last year, paid quarterly
23,000	Straight 15% commission on accounts & potential $150/month bonus & 2% commission on collections
22,000	$800/month salary plus 15% on all collected sales
21,000	$100 base salary plus 5% of total station sales plus 5% of station profit plus 15% of own sales
20,000	$1,000/month salary plus 15% on all time sales in excess of $3,000/month
20,000	$300/week base salary plus 5% of local sales collected
20,000	$275/week salary plus 7% of all over $10,000 collected total station collections
19,000	$10,500/year base plus 15% of sales over quota
18,000	$950/month plus 5% collections
17,000	Straight commission of 20% sales, 2% gross of station
16,200	$800/month salary, $250 draw vs 15% local, 20% non-local sales, 3% sales increase over previous year, 5% of sales over projection
16,000	$250 draw plus 12% time sales over $5,000/month
15,000	$1,250/month plus 10% net profit
15,000	$400/month plus 15% of sales collections
15,000	15% commission on personal sales plus $200 bonus over quota of station sales per month
14,300	$275 salary plus 10% above $10,000 collections based on $1,000 increments

Local Sales Manager

Population 2.5 Million & Over

$75,000	$36,000 base plus 1% of gross local sales over 1.2 million
73,400	$52,000 salary plus .05% on net time sales
68,800	$48,000 yearly draw guaranteed against .86% of total gross sales
68,000	12.5% commission on personal billing plus .75% override on total net sales (less network)
26,000	$10,000 salary plus 15% commission plus 1% on total net sales

Population 1 Million - 2.5 Million

$55,900	$25,000 salary & .0125% of net local sales
53,000	$10,400 salary plus 1.595% local gross billing
45,000	AM: $500/week salary plus 1% of net local & national time sales; FM: $400/week draw against commission of 15% of personal net local revenue sales plus 1% of all FM net local revenue sales
43,000	$450/week draw against 3% local sales net
40,000	$24,000 salary plus 15% commission on house list & bonus if budget is met
38,000	Straight 2% commission of net local collections
35,800	$2,000/month draw against 15% commission
21,600	$1,000 salary plus 5% of total net local sales
19,000	$12,000 salary plus .5% billing
15,000	Same as account executives: Straight commission of 15% first $3,000, 25% on sales between $3,000 & $8,000, 25% on excess over $8,000

Population 500,000 - 1 Million

$60,900	$25,000 salary plus 2% override on net sales, less chargebacks
56,000	$200/week plus 6-8% override on net sales
46,000	$40,000 plus 2.5% on increase over previous year
45,000	$20,000 salary plus 1.5% on all net local staff billing & local production over previous year, 3% on all net local staff billing & local production over quota or budgets
45,000	$12,000 draw against 12.5% local net & 1.08% gross total local
41,000	$30,000 base salary plus 3% over $70,000
36,000	$1,600/month plus 4% of agency & 12% of direct on own accounts plus ½% of local gross business
25,000	$16,000 salary plus 2% on time sales
18,000	$1,500/month plus 5% above $25,000 monthly billing

Population 250,000 - 500,000

$70,700	Straight 15% of local time sales, 1% of local each receipts
60,000	All commissions paid against collections: $400 against $1,500, 15% against $1,500-$2,500, 20% over $2,500, plus 2% of all co-op money
45,000	$200/week plus 15% commission plus 1.5% commission on salespeoples billing
40,000	$30,000 salary plus 2.5% of collections
36,500	$2,750/month salary plus .35% of net local time sales, .7% of net local time sales if monthly budget reached
28,800	$1,000 salary plus 15% net sales plus 1.5% all other local net
26,400	$200/month plus 8% of first $10,000 collected, 12% of $10,000-$15,000 collected & 13% over $15,000, plus bonus of 5% over goal per month

Population 100,000 - 250,000

$51,000	$2,600 salary plus .75% of net local sales
40,000	$150/week salary plus 9% override on local sales increases plus 20% on own accounts
34,900	$150/week plus 10% on all sales & 3% override
33,200	$10,850 salary plus 15% commission on local time sales
32,800	$8,400 annual salary/$2,100 annual travel plus 5% commission on retail
30,000	$1,500/month salary plus 15% of collections over $10,000
26,700	$345 salary, 2% commission gross regional sales, 1.5% commission on gross local sales, 5% bonus commission on excess of total projected local/regional gross sales
26,000	Straight 17% commission on net sales plus 2% of station local sales
25,000	$100/week, 12% commission on sales, 1% bonus when personal budget is met, 1% additional when local station budget is met, plus .005% on collections & .0025% on all local sales when local sales meet or exceed budget
24,000	$1,000/month plus 10% on 0-$4,000 billing, 15% over $4,000 billing

Population 50,000 - 100,000

$55,600	$2,500 salary plus 1.75% commission of net local sales
52,000	$2,500 draw against 4.1% commission
31,000	$2,000/month salary plus 10% of sales over $2,000/month
30,000	$425/week salary plus 5% of adjusted gross sales above $60,000/month, gross does not include trades, miscellaneous revenues

Population 25,000 - 50,000

$35,000	$28,000/year salary plus 1% override on sales
24,000	$2,000 guaranteed draw against 8.5% personal billing & 4% net station billing
20,000	$650/month guaranteed draw plus 15% on all sales over $2,000 per month
14,000	$150/week salary plus 17.5% local sales & .5% override

Population 10,000 - 25,000

$35,000	Straight 18% gross plus 10% increase over prior year plus 1% all local sales
35,000	$144/week plus 15% commission on receipts over $4,000
25,000	Straight 5% of local sales plus 10% of all sales above budget
20,000	$14,000 base plus .05% on all collections plus same commission structure as Account Executives on own collections: $0-$6,999.99 = 15%; $7,000-$8,999.99 = 17%; $9,000-$11,999.99 = 19%; above $12,000 = 21% 19,100 $125 draw on 4¼% of total time sales less agency commission
18,000	$350/week plus 17% of months sales & 1% of total collections in excess of salary
14,500	Straight 20% on all sales
13,000	$800 salary plus 15% on collections up to $3,500, 18% on collections $3,500 to $5,000 & 20% over $5,000

Population Under 10,000

$40,000	15% on collections plus 1% override on total local sales plus $1,000 in any month in which local sales exceed $100,000
16,500	$167.50/week salary plus 10% of collected sales
14,000	$100/week plus 15% of local sales
12,000	$100 salary plus 35/week car expense, plus 15% local time sales
10,400	$200 plus 17% local time sales, 2% account executives sales

National Sales Manager

Population 2.5 Million & Over

$65,000	$36,000 base plus 1% of national gross sales
30,000	Guaranteed draw of $1,825 against .3% of national sales & 20% of personal direct local time sales & 10% of personal agency local time sales

Population 1 Million - 2.5 Million

$70,000	$60,000 plus 1.5% sales over prior year
45,000	$3,000/month salary plus .25% on net national & regional sales plus bonus based on budget achievement
38,000	$26,000 salary plus 3.3% net sales

Population 500,000 - 1 Million

$59,000	Straight commission of 15% of national/regional time sales

Population 250,000 - 500,000

$30,000	Bi-weekly draw of $900 against commission of 4.6% of net national & regional revenues

Population 100,000 - 250,000

$44,800	$8,400 annual salary/$2,100 annual travel, 6.3% commission over monthly breakeven plus $500 bonus a quarter if sales projections is met
14,000	$230/week plus 5% override on sales increases

Population 10,000 - 25,000

$41,000	Straight 18% gross
35,000	Straight 11.5% of operating net income
32,000	$300/week salary plus 8% commission
31,000	Straight 15% of national time sales
22,000	$14,000 base plus 5% of national sales plus 15% on regional sales

Population Under 10,000

$21,000	$400 salary plus 2% of all sales

Co-op Coordinator

Population 2.5 Million & Over

$46,500	$20,000 salary plus 5% on time sales
25,000	$2,000/month salary plus 15% on sales over $15,000/monthly
15,000	$13,000 draw against 10% net billing

Population 1 Million - 2.5 Million

$21,000	Straight 14% commission of net monthly co-op & vendor billing for AM & FM
15,000	$300/week guarantee draw against 6% of co-op sales
13,200	$1,000 salary plus 4% of co-op sales

Population 500,000 - 1 Million

$21,900	$16,900 salary plus 2% override on regional & local net station co-op sales
18,600	$16,200 salary plus 1% all co-op sales
13,500	$1,000/month plus ½ of 1% of all co-op
12,000	$12,000 annual salary plus 5% commission on all net billing (local co-op)

Population 250,000 - 500,000

$25,000	$1,500 salary plus 20% above salary
13,800	$1,083 guaranteed salary plus 3% of net co-op sales

Population 100,000 - 250,000

$16,600	$320/week salary plus 3% override on co-op dollars exceeding $5,000 monthly net
12,000	$1,000/month salary plus 5% on collections of new co-op sold

Population 25,000 - 50,000

$16,800	$1,250/month salary plus 1% of all co-op per month
12,000	$900 guaranteed draw against 25% commission

Population Under 10,000

$15,000	$185 salary plus 15% commission on personal sales & 5% co-op sales

Table 32 — Employment Size, Nationwide

Selected Benefits Plan	Paid in Full by Company (%)	Paid in Full by Employee (%)	Cost Shared by Company & Employees (%)	Not Provided (%)
Hospitalization:				
Employee	48.7	2.7	39.5	9.1
Dependent	12.4	31.1	41.6	14.9
Surgical Benefits:				
Employee	46.3	2.5	40.2	11.1
Dependent	11.7	29.7	41.8	16.7
Major Medical:				
Employee	46.6	2.9	40.0	10.4
Dependent	12.3	30.1	41.6	16.0
Health Maintenance Organization:				
Employee	10.5	0.4	9.6	79.5
Dependent	3.0	6.4	9.1	81.4
Dental:				
Employee	11.2	2.0	11.7	75.1
Dependent	3.7	7.8	11.8	76.6
Vision:				
Employee	2.8	0.8	2.5	93.9
Dependent	0.6	2.1	2.8	94.5
Disability:				
Short-term	21.7	3.5	12.9	61.9
Long-term	16.4	7.4	13.2	63.0
Accidental Death and Dismemberment:				
Employee	40.0	5.3	23.1	31.6
Dependent	7.6	14.1	20.4	58.0
Group Life Insurance:				
Employee	47.8	3.6	25.9	22.7
Dependent	9.2	14.3	20.6	55.9
Hazard Duty Insurance:	6.8	0.5	0.6	92.2
Pension Plan:	16.7	0.9	3.5	78.8
Profit Sharing:	15.7	0.1	2.3	81.8
Thrift Plan:	1.2	1.6	1.4	95.8
Educational Career Program:				
Tuition Reimbursement	19.3	1.1	10.2	69.4
Workshops, Clinics, etc.	36.7	1.6	8.0	53.7
Legal Services	2.7	1.0	1.0	95.2

Types of Bonuses Provided By Stations

	Yes	No
Christmas Bonus:	55.3%	44.7%
Cash incentive Bonus:	32.2	67.8
To: Support Staff	74.3	25.7
Department Heads	84.1	15.9
Severance Pay:		
Formal Policy	41.9	58.1

Paid Sick Days	% of Stations
Under Six Days	40.3
Six Days	14.0
Seven Days	6.7
Eight Days	1.4
Nine Days	0.5
Ten Days	20.1
Eleven to Fourteen Days	13.0
Fifteen Days or More	5.5

24.0% of Stations Allow Sick Leave to Accumulate.

The Median Limit is 30 Days.

	Yes	No
Formal Policy	53.2%	46.8%

Paid Vacation Leave

	Years of Service (% of response)										
Weeks	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
1	96.8	3.2									
2	49.0	41.1	4.7	0.5	3.8	0.6					
3	1.4	2.9	7.0	1.9	39.6	15.8	26.6	2.4	2.3		
4	0.4	2.1	1.7	0.8	5.1	3.0	21.9	6.7	28.3	10.1	19.8
5 & Over		8.1	16.2	5.4	4.0	1.4	13.5		10.8	1.4	39.2

12.9% of Stations Allow Vacation Days to Accumulate.

The Median Limit is 20 Days.

Paid Holidays	% of Stations
Under Six Days	26.8
Six Days	35.2
Seven Days	16.3
Eight Days	10.9
Nine Days	4.2
Ten Days or More	6.6

Table 33 — Employment Size 51 & Over

Selected Benefits Plan	Paid in Full by Company (%)	Paid in Full by Employee (%)	Cost Shared by Company & Employees (%)	Not Provided (%)
Hospitalization:				
Employee	60.9	0.0	39.1	0.0
Dependent	17.4	26.1	56.5	0.0
Surgical Benefits:				
Employee	56.5	0.0	43.5	0.0
Dependent	13.0	26.1	60.9	0.0
Major Medical:				
Employee	52.2	4.3	43.5	0.0
Dependent	8.7	30.4	60.9	0.0
Health Maintenance Organization:				
Employee	17.4	0.0	30.4	52.2
Dependent	8.7	4.3	34.8	52.2
Dental:				
Employee	21.7	0.0	26.1	52.2
Dependent	13.0	0.0	34.8	52.2
Vision:				
Employee	0.0	0.0	4.3	95.7
Dependent	0.0	0.0	4.3	95.7
Disability:				
Short-term	34.8	4.3	8.7	52.2
Long-term	52.2	4.3	30.4	13.0
Accidental Death and Dismemberment:				
Employee	60.9	8.7	26.1	4.3
Dependent	4.3	13.0	30.4	52.2
Group Life Insurance:				
Employee	73.9	0.0	26.1	0.0
Dependent	13.0	30.4	26.1	30.4
Hazard Duty Insurance:	30.4	4.3	4.3	60.9
Pension Plan:	56.5	4.3	0.0	39.1
Profit Sharing:	30.4	0.0	0.0	69.6
Thrift Plan:	0.0	4.3	8.7	87.0
Educational Career Program:				
Tuition Reimbursement	47.8	0.0	17.4	34.8
Workshops, Clinics, etc.	78.3	0.0	0.0	21.7
Legal Services	4.3	0.0	0.0	95.7

Types of Bonuses Provided By Stations

	Yes	No
Christmas Bonus:	21.7%	78.3%
Cash Incentive Bonus:	31.8	68.2
To: Support Staff	14.3	85.7
Department Heads	100.0	0.0
Severance Pay:		
Formal Policy	60.9	39.1

Paid Sick Days	% of Stations
Under Six Days	33.3
Six Days	11.1
Seven Days	0.0
Eight Days	0.0
Nine Days	0.0
Ten	44.4
Eleven to Fourteen Days	0.0
Fifteen Days or More	11.1

11.1% of Stations Allow Sick Leave to Accumulate.

The Median Limit is 30 Days.

	Yes	No
Formal Policy	55.0%	45.0%

Paid Vacation Leave

	Years of Service (% of response)										
Weeks	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
1	100.0										
2	90.9	9.1									
3			9.1		59.1	4.5	22.7				
4					17.6		5.9		35.3	5.9	35.3
5 & Over											100.0

8.7% of Stations Allow Vacation Days to Accumulate.

The Median Limit is 30 Days.

Paid Holidays	% of Stations
Under Six Days	4.5
Six Days	22.7
Seven Days	18.2
Eight Days	31.8
Nine Days	4.5
Ten Days or More	18.2

Table 34 — Employment Size 31 - 50

Selected Benefits Plan	Paid in Full by Company (%)	Paid in Full by Employee (%)	Cost Shared by Company & Employees (%)	Not Provided (%)
Hospitalization:				
Employee	58.7	1.3	38.7	1.3
Dependent	12.0	22.7	62.7	2.7
Surgical Benefits:				
Employee	53.3	1.3	44.0	1.3
Dependent	12.0	22.7	62.7	2.7
Major Medical:				
Employee	53.3	1.3	44.0	1.3
Dependent	13.3	22.7	60.0	4.0
Health Maintenance Organization:				
Employee	20.0	0.0	10.7	69.3
Dependent	6.7	6.7	16.0	70.7
Dental:				
Employee	24.0	1.3	25.3	49.3
Dependent	8.0	12.0	28.0	52.0
Vision:				
Employee	5.3	0.0	2.7	92.0
Dependent	1.3	0.0	4.0	94.7
Disability:				
Short-term	25.3	0.0	21.3	53.3
Long-term	20.0	17.3	28.0	34.7
Accidental Death & Dismemberment:				
Employee	48.0	12.0	25.3	14.7
Dependent	1.3	16.0	30.7	52.0
Group Life Insurance:				
Employee	64.0	1.3	30.7	4.0
Dependent	10.7	10.7	30.7	48.0
Hazard Duty Insurance:	9.3	0.0	1.3	89.3
Pension Plan:	44.0	1.3	9.3	45.3
Profit Sharing:	32.0	0.0	9.3	58.7
Thrift Plan:	2.7	1.3	4.0	92.0
Educational Career Program:				
Tuition Reimbursement	33.3	0.0	22.7	44.0
Workshops, Clinics, etc.	60.0	0.0	12.0	28.0
Legal Services	5.3	0.0	1.3	93.3

Types of Bonuses Provided By Stations

	Yes	No
Christmas Bonus:	37.8%	62.2%
Cash Incentive Bonus:	29.2	70.8
To: Support Staff	59.1	40.9
Department Heads	100.0	0.0
Severance Pay:		
Formal Policy	58.7	41.3

Paid Sick Days	% of Stations
Under Six Days	29.6
Six Days	7.4
Seven Days	3.7
Eight Days	0.0
Nine Days	0.0
Ten	31.5
Eleven to Fourteen Days	14.8
Fifteen Days or More	13.0

26.9% of Stations Allow Sick Leave to Accumulate.

The Median Limit is 90 Days.

	Yes	No
Formal Policy	71.2%	28.8%

Paid Vacation Leave

	Years of Service (% of response)										
Weeks	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
1	90.9	9.1									
2	69.4	22.2	1.4		6.9						
3	1.5	1.5	3.0	1.5	51.5	16.6	19.7	1.5	3.0		
4		2.4			4.8		19.0	4.8	35.7	14.3	19.0
5 & Over		10.0		10.0					10.0		70.0

19.2% of Stations Allow Vacation Days to Accumulate.

The Median Limit is 5 Days.

Paid Holidays	% of Stations
Under Six Days	4.1
Six Days	37.0
Seven Days	27.4
Eight Days	13.7
Nine Days	9.6
Ten Days or More	8.2

Table 35 — Employment Size 21 - 30

Selected Benefits Plan	Paid in Full by Company (%)	Paid in Full by Employee (%)	Cost Shared by Company & Employees (%)	Not Provided (%)
Hospitalization:				
Employee	53.0	0.0	45.7	1.3
Dependent	10.6	31.1	55.0	3.3
Surgical Benefits:				
Employee	52.3	0.0	45.7	2.0
Dependent	9.9	31.1	54.3	4.6
Major Medical:				
Employee	51.7	0.0	46.4	2.0
Dependent	10.6	31.1	54.3	4.0
Health Maintenance Organization:				
Employee	9.9	0.0	9.3	80.8
Dependent	2.6	7.9	7.9	81.5
Dental:				
Employee	15.2	4.0	16.6	64.2
Dependent	4.0	12.6	17.2	66.2
Vision:				
Employee	4.0	2.0	0.0	94.0
Dependent	0.7	4.0	0.7	94.7
Disability:				
Short-term	28.5	2.0	15.9	53.6
Long-term	25.8	8.6	18.5	47.0
Accidental Death & Dismemberment:				
Employee	53.0	8.6	22.5	15.9
Dependent	8.6	21.2	23.2	47.0
Group Life Insurance:				
Employee	63.6	2.0	27.2	7.3
Dependent	15.9	16.6	25.2	42.4
Hazard Duty Insurance:	9.9	0.7	1.3	88.1
Pension Plan:	31.8	0.7	5.3	62.3
Profit Sharing:	29.8	0.0	3.3	66.9
Thrift Plan:	2.0	4.0	2.0	92.1
Educational Career Program:				
Tuition Reimbursement	25.2	1.3	15.2	58.3
Workshops, Clinics, etc.	48.3	2.0	9.3	40.4
Legal Services	2.0	1.3	0.7	96.0

Types of Bonuses Provided By Stations

	Yes	No
Christmas Bonus:	43.6%	56.4%
Cash Incentive Bonus:	43.7	56.3
To: Support Staff	60.0	40.0
Department Heads	80.6	19.4
Severance Pay:		
Formal Policy	50.3	49.7

Paid Sick Days

	% of Stations
Under Six Days	30.6
Six Days	15.3
Seven Days	5.4
Eight Days	1.8
Nine Days	0.9
Ten	31.5
Eleven to Fourteen Days	9.9
Fifteen Days or More	4.5

26.5% of Stations Allow Sick Leave to Accumulate.

The Median Limit is 30 Days.

	Yes	No
Formal Policy	64.1%	35.9%

Paid Vacation Leave

	Years of Service (% of response)										
Weeks	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
1	94.6	5.4									
2	61.5	32.2	2.1		4.2						
3		4.3	4.3	2.6	42.6	13.0	27.8	1.7	1.7		
4		3.0			3.0	3.0	22.7	4.5	39.4	7.6	16.7
5 & Over		5.9		5.9	5.9		11.8		5.9		64.7

15.6% of Stations Allow Vacation Days to Accumulate.

The Median Limit is 20 Days.

Paid Holidays

	% of Stations
Under Six Days	9.6
Six Days	34.2
Seven Days	19.9
Eight Days	22.6
Nine Days	6.8
Ten Days or More	6.8

Table 36 — Employment Size 11 - 20

Selected Benefits Plan	Paid in Full by Company (%)	Paid in Full by Employee (%)	Cost Shared by Company & Employees (%)	Not Provided (%)
Hospitalization:				
Employee	52.3	1.5	41.3	4.9
Dependent	11.5	37.1	41.0	10.3
Surgical Benefits:				
Employee	50.5	1.8	41.3	6.4
Dependent	11.2	35.9	41.3	11.6
Major Medical:				
Employee	52.0	2.1	41.6	4.3
Dependent	12.5	36.8	41.0	9.7
Health Maintenance Organization:				
Employee	10.6	0.0	8.8	80.5
Dependent	2.4	6.7	7.6	83.3
Dental:				
Employee	11.2	1.8	10.3	76.6
Dependent	3.3	9.4	9.4	77.8
Vision:				
Employee	3.3	0.6	3.3	92.7
Dependent	0.6	2.4	3.6	93.3
Disability:				
Short-term	20.7	4.6	13.7	61.1
Long-term	12.8	7.6	13.1	66.6
Accidental Death & Dismemberment:				
Employee	43.2	3.0	24.9	28.9
Dependent	7.9	13.4	20.4	58.4
Group Life Insurance:				
Employee	51.1	3.6	26.1	19.1
Dependent	7.9	14.9	19.8	57.4
Hazard Duty Insurance	4.6	0.3	0.3	94.8
Pension Plan	10.0	0.6	3.0	86.3
Profit Sharing	14.0	0.0	1.8	84.2
Thrift Plan	0.6	1.5	1.2	96.7
Educational Career Program:				
Tuition Reimbursement	19.8	1.2	8.8	70.2
Workshops, Clinics, etc.	35.0	1.2	9.7	54.1
Legal Services	1.2	1.2	1.5	96.0

Types of Bonuses Provided By Stations

	Yes	No
Christmas Bonus:	58.9%	41.1%
Cash Incentive Bonus:	36.6	63.4
To: Support Staff	84.3	15.7
Department Heads	85.2	14.8
Severance Pay:		
Formal Policy	43.7	56.3

Paid Sick Days	% of Stations
Under Six Days	43.0
Six Days	14.8
Seven Days	5.6
Eight Days	1.3
Nine Days	0.9
Ten	16.1
Eleven to Fourteen Days	13.9
Fifteen Days or More	4.3

23.7% of Stations Allow Sick Leave to Accumulate.

The Median Limit is 28 Days.

	Yes	No
Formal Policy	55.1%	44.9%

Paid Vacation Leave

	Years of Service (% of response)										
Weeks	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
1	97.7	2.3									
2	43.9	47.1	5.1	0.3	2.9	0.6					
3	0.5	2.1	8.9	1.6	37.4	16.3	27.4	4.2	1.6		
4		1.4	1.4		1.4	5.8	27.5	13.0	15.9	11.6	21.7
5 & Over		11.1	29.6	3.7			14.8		22.2	3.7	14.8

7.8% of Stations Allow Vacation Days to Accumulate.

The Median Limit is 20 Days.

Paid Holidays	% of Stations
Under Six Days	26.0
Six Days	39.8
Seven Days	17.4
Eight Days	7.2
Nine Days	3.9
Ten Days or More	5.6

Table 37 — Employment Size 1 - 10

Selected Benefits Plan	Paid in Full by Company (%)	Paid in Full by Employee (%)	Cost Shared by Company & Employees (%)	Not Provided (%)
Hospitalization:				
Employee	38.3	6.1	33.9	21.7
Dependent	14.1	26.7	27.8	31.4
Surgical Benefits:				
Employee	35.0	5.1	34.3	25.6
Dependent	13.0	23.8	28.2	35.0
Major Medical:				
Employee	35.0	5.8	33.2	26.0
Dependent	13.0	23.5	28.5	35.0
Health Maintenance Organization:				
Employee	7.6	1.1	8.6	82.7
Dependent	2.5	5.4	7.6	84.5
Dental:				
Employee	4.7	1.4	5.8	88.1
Dependent	2.2	2.9	5.4	89.5
Vision:				
Employee	1.1	0.7	2.5	95.7
Dependent	0.4	1.4	2.5	95.7
Disability:				
Short-term	17.0	4.0	8.3	70.8
Long-term	11.6	4.0	5.1	79.4
Accidental Death & Dismemberment:				
Employee	25.3	4.0	20.2	50.5
Dependent	8.7	10.5	15.2	65.7
Group Life Insurance:				
Employee	28.5	5.4	23.5	42.6
Dependent	6.5	11.9	15.9	65.7
Hazard Duty Insurance:	5.0	0.4	0.0	94.6
Pension Plan:	5.8	1.1	1.8	91.3
Profit Sharing:	4.3	0.4	0.7	94.6
Thrift Plan:	1.1	0.4	0.0	98.6
Educational Career Program:				
Tuition Reimbursement	9.4	1.1	5.0	84.5
Workshops, Clinics, etc.	22.4	2.5	4.7	70.4
Legal Services	4.0	1.1	0.7	94.2

Types of Bonuses Provided By Stations

	Yes	No
Christmas Bonus:	65.2%	34.8%
Cash Incentive Bonus:	21.3	78.7
To: Support Staff	86.0	14.0
Department Heads	77.6	22.4
Severance Pay:		
Formal Policy	28.8	71.2

Paid Sick Days	% of Stations
Under Six Days	46.2
Six Days	14.3
Seven Days	9.9
Eight Days	1.6
Nine Days	0.0
Ten	13.7
Eleven to Fourteen Days	9.3
Fifteen Days or More	4.9

22.6% of Stations Allow Sick Leave to Accumulate.

The Median Limit is 25 Days.

	Yes	No
Formal Policy	37.9%	62.0%

Paid Vacation Leave

	Years of Service (% of response)										
Weeks	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
1	97.4	2.0						0.7			
2	37.9	47.2	7.2	1.3	4.2	0.8	1.3				
3	4.3	4.3	8.7	2.2	27.2	18.5	29.3	1.1	4.3		
4	2.3	2.3	7.0	4.6	11.0	2.3	20.9	4.6	20.9	9.3	16.3
5 & Over			26.7	6.7	13.3	6.7	26.7				20.0

16.2% of Stations Allow Vacation Days to Accumulate.

The Median Limit is 30 Days.

Paid Holidays	% of Stations
Under Six Days	47.3
Six Days	30.7
Seven Days	9.1
Eight Days	5.8
Nine Days	1.2
Ten Days or More	5.8